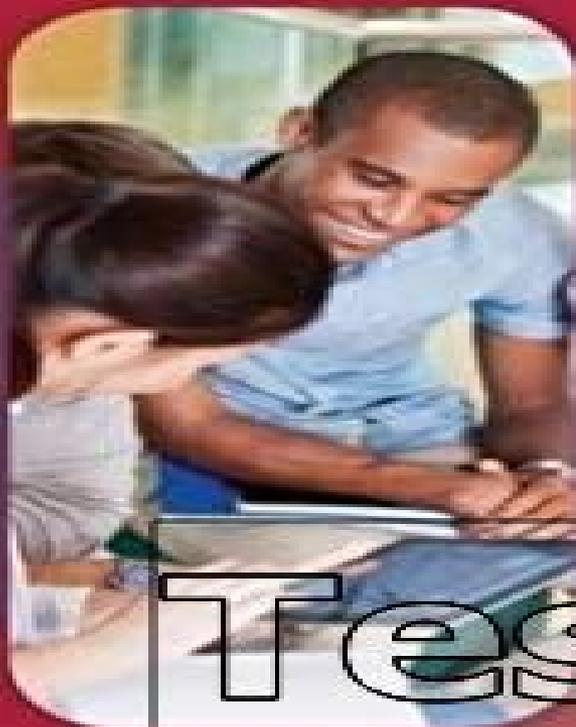


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Suzanne B. Walchli, University of the Pacific. The *Dictionary of Marketing*

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**Marketing Information** Georgia State University. College of Business Administration. Business Publishing Division, 1987

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*The Cumulative Book Index*, 1999

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