



Advances in National Brand and Private Label Marketing [Fourth International Conference, 2017 /

Martínez-López, Francisco J.,

ed. lit

Gázquez Abad, Juan Carlos,

ed. lit

Ailawadi, Kusum L.,

ed. lit

Yagüe, María Jesús,

ed. lit

Springer International Publishing :

Imprint: Springer,

2017

Business Marketing Leadership E-business Electronic commerce

E-commerce Business and Management Industrial and Organizational

Psychology e-Business/e-Commerce Business Strategy/Leadership

Monografía

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbgVicmF0aW9uOmVzLmJhemF0ei5yZW4vMTkyNTU0ODE>

Título: Advances in National Brand and Private Label Marketing [Recurso electrónico] :] Fourth International Conference, 2017 edited by Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, Kusum L. Ailawadi, María Jesús Yagüe-Guillén

Editorial: Cham Springer International Publishing Imprint: Springer 2017

Descripción física: XI, 210 p. 15 il., 6 il. col

Mención de serie: Springer Proceedings in Business and Economics 2198-7246

Detalles del sistema: Modo de acceso: world wide web

Fuente de adquisición directa: Springer (e-Books)

ISBN: 9783319597010 9783319597003

Autores: Martínez-López, Francisco J., ed. lit Gázquez Abad, Juan Carlos, ed. lit Ailawadi, Kusum L., ed. lit Yagüe, María Jesús, ed. lit

Punto acceso adicional serie-Título: Business and Management (Springer Books)

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es