



Dynamic competitive analysis in marketing : proceedings of the International Workshop on Dynamic Competitive Analysis in Marketing, Montréal, Canada, September 1-2, 1995 /

International Workshop on Dynamic Competitive Analysis in
Marketing (1995 :.
Montréal, Québec)

Springer Verlag,
c1996

Monografía

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vNjgwMjcyNA>

Título: Dynamic competitive analysis in marketing proceedings of the International Workshop on Dynamic Competitive Analysis in Marketing, Montréal, Canada, September 1-2, 1995 Steffen Jrgensen, Georges Zaccour, eds

Editorial: Berlin New York Springer Verlag c1996

Descripción física: x, 285 p il

Mención de serie: Lecture notes in economics and mathematical systems 0075-8442 444

Bibliografía: Bibliografía i índex

ISBN: 3540616136 alk. paper)

Materia: Marketing- Management- Mathematical models- Congresses Competition- Mathematical models- Congresses Marketing- Models matemàtics

Autores: AllanSteffenRobert (1942-) Zaccour, Georges

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