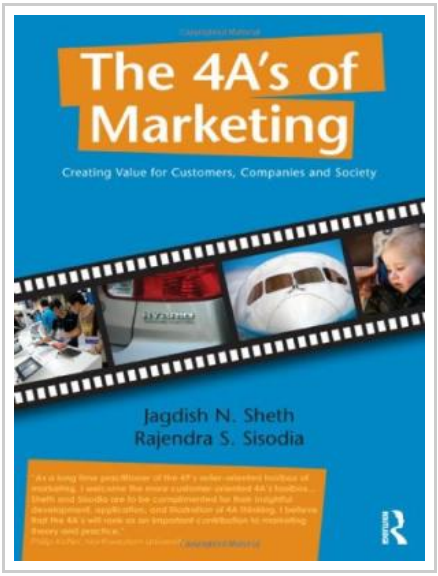


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The 4 A's of Marketing: Creating Value for Customer, Company and Society

By Sheth, Jagdish; Sisodia, Rajendra

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