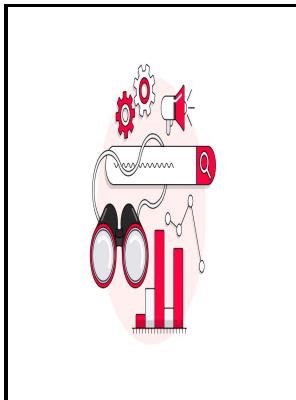


# Convergence marketing - running with the centaurs

**Financial Times Prentice Hall - Convergence Marketing: Running With the Centaurs: Wind, Yoram, Mahajan, Vijay, Gunther, Robert E.: 9780130650757: spaceneb.us.to: Books**



Description: -

- Communication in marketing.
- Consumer behavior.
- Marketing.
- Internet marketing.
- Convergence marketing - running with the centaurs
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- Notes: Includes bibliographic references and index.
- This edition was published in 2002



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