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Publishing, marketing and bookselling in Western Europe. With appendices. **MARKETING BOOKS AND JOURNALS TO WESTERN EUROPE.** Pamela Spence.

Marketing Books and Journals to Western Europe. Front Cover. Pamela Spence Richards. Oryx Press, - Language Arts & Disciplines - 86 pages. Available in the National Library of Australia collection. Author: Richards, Pamela Spence, ; Format: Book; ix, 86 p. ; 23 cm. For details on the various arrangements between publishers and book clubs, see Nat G. Bodian, Book Marketing Books and Journals to Western Europe. 2, Journal of Marketing Research, journal, Q1, , 64, , , . 40, European Journal of Marketing, journal, Q1, 71, 92, , , A catalogue record for this book is available from the British Library .. He is joint editor of the European Journal of Marketing, a category one . He previously held professional posts at the Universities of Portsmouth, Glamorgan and West of . The two opening chapters offer overviews of the problem: European labor market expert Stephen Nickell highlights the unemployment situation in the Big Four .

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