CHARM Association

Varieties, Alternatives, and Deviations in Marketing History

Proceedings of the 16th Biennial Conference on Historical Analysis and Research in Marketing (CHARM)

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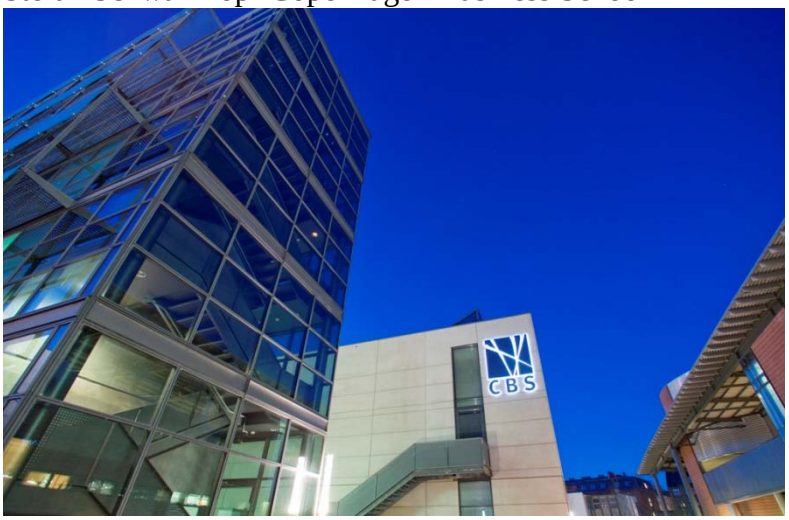

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