

Use of Literature to Illustrate the Principles of Marketing

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#	ARTICLE	IF	CITATIONS
1	Extending the Use of Art, Literature, and Popular Entertainment in the Marketing Curriculum. Journal of Marketing Education, 1991, 13, 73-81.	2.4	3
2	Teaching to the Beat: The Pedagogical Value of Music Videos. Journal of Marketing Education, 1992, 14, 30-39.	2.4	3