

Description : RFQ-002191 - Library Books (Qty. 37)

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Place of Delivery : Stores, IBA Main Campus, University Road,

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Sr#	Description	Quantity + UOM
1	Library Books ; ; ; ; Solomon, Michael R. Consumer Behavior : Buying, Having, and Being. Thirteenth edition. Global edition, Pearson, 2020. 9781292318103	1.00 EACH
2	Library Books ;;;; Zeithaml, Valarie A., et al. Services Marketing Integrating Customer Focus across the Firm. Eighth Edition. International Student Edition, McGraw Hill LLC, 2024. 9781266287152	1.00 EACH
3	Library Books ;;;; Sharp, Byron. Marketing: Theory, Evidence, Practice. Second edition, Oxford University Press, 2017. 9780195590296	1.00 EACH
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18	Library Books ;;;; Lodhi, Maleeha. Pakistan : Search for Stability. Oxford University Press, 2024. 9780199062041	1.00 EACH
19	Library Books ;;;; Kovach, Bill, and Tom Rosenstiel. The Elements of Journalism : What Newspeople Should Know and the Public Should Expect. Revised and updated 4th edition, Crown, 2021. 9780593239353	1.00 EACH
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	Woman's Perspective. [2nd ed.], Oxford University Press, 1999. 9780195128369	
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31	Library Books ;;;; Moustafa, Ahmed. The Message of the Qur'an: The Full Account of the Revealed Arabic Text Accompanied by Parallel Transliteration., Translated by Muhammad Asad, Complete edition, Book Foundation, 2005. 9781904510000	2.00 EACH
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