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AMA ISBN	Author	Title	Year Published
0-87757-213-5	Robert G. Cooper and E.J. Kleinschmidt	New Products: The Key Factors in Success	1990
0-87757-219-4	American Marketing Association	Marketing Masters	1991
0-87757-226-7	Gordon C. Bruner II and Paul J. Hensel, editors	Marketing Scales Handbook, Vol. I	1992
0-87757-251-8	Gordon C. Bruner II and Paul J. Hensel, editors	Marketing Scales Handbook (Softcover)	1994
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0-87757-261-5	Gordon C. Bruner II and Paul J. Hensel, editors	Marketing Scales Handbook, Vol. II	1996
0-87757-261-5	Gordon C. Bruner II and Paul J. Hensel, editors	Marketing Scales Handbook, Vol. II (softbound)	1998
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