Table of Contents

- I Guidelines for Contributors
- 1 Strategic Planning in the Philippine Advertising Agency Business: A Practice, a Trend, or a Dream? Leonardo R. Garcia, Jr.
- 21 Estimation of An Aggregate Demand for Money Function in the European Economic and Monetary Union (EMU) Victor Pontines
- 41 Effects of Supervisory Control on Salesperson Behavior Rustica D. Badillo
- 57 BSA Students' Academic Achievements vs Audit Competence Teresita Nadurata
- 83 The Contributors