



Dictionary of Marketing Terms

Third Edition

More than 4,000 terms and definitions cover consumer marketing, e-commerce, advertising art, copy, production, radio and TV advertising, media analysis, retail, direct mail, relationship marketing, business-to-business promotion, and much more

Examples provide a working knowledge of the terms

Indispensable for small business owners, web marketers, managers, sales, marketing, and production professionals, copywriters, direct mail professionals, business students, media analysts, art directors, and consumers seeking an inside understanding of marketing

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