

This dictionary of marketing should prove useful to anyone who requires an authoritative guide to marketing terms, whether a professional marketer, or in business, or simply a student of this subject. Marketing is now all-pervasive, with marketing techniques being applied to virtually all human activities, from charity work to major industries and the strange world of celebrity creation. From global marketing to relationship marketing, from b2b marketing to 1 to 1 marketing, from viral marketing to ideas marketing, this dictionary provides a comprehensive guide to this subject.

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