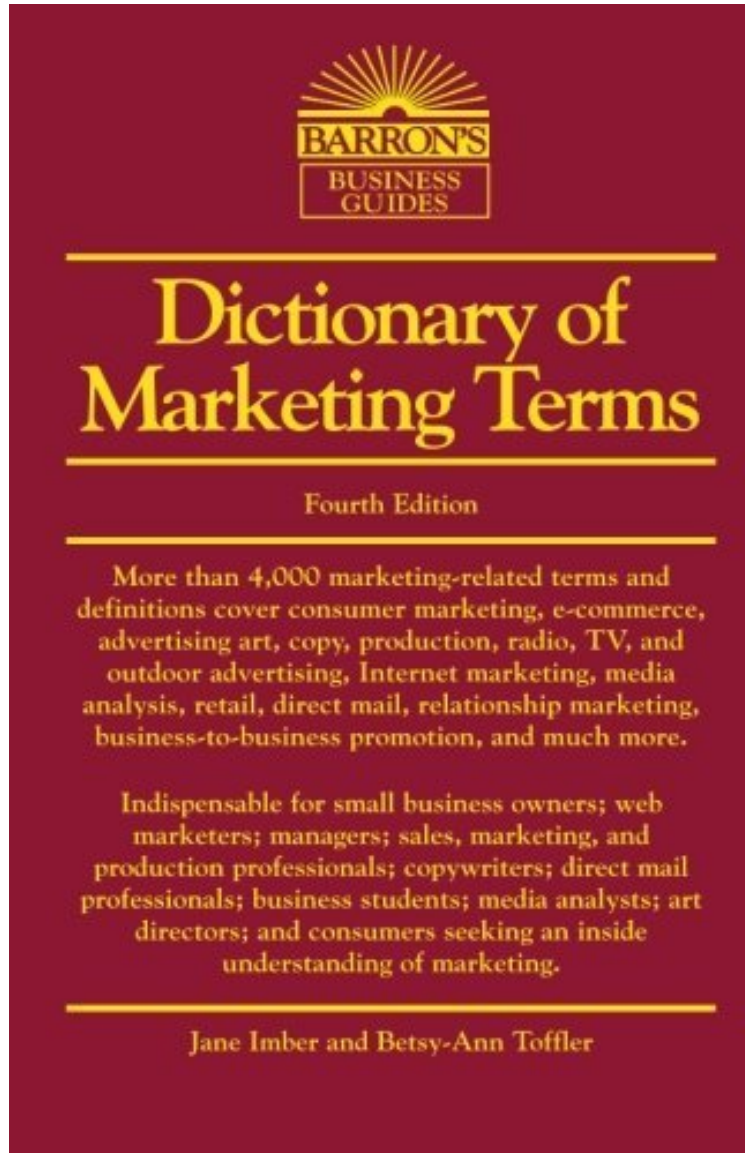


[Read and download] Dictionary of Marketing Terms (Barron's Business Guides)

Dictionary of Marketing Terms (Barron's Business Guides)

Jane Imber, Betsy-Ann Toffler
*audiobook / *ebooks / Download PDF / ePub / DOC*



#1552313 in eBooks 1994-03-31 1994-03-31 File Name: B001XCW5BQ | File size: 36.Mb

Jane Imber, Betsy-Ann Toffler : Dictionary of Marketing Terms (Barron's Business Guides) before purchasing it in order to gage whether or not it would be worth my time, and all praised Dictionary of Marketing Terms (Barron's Business Guides):

4 of 4 people found the following review helpful. No different from older version By Eddie T. This book is a no-thrills marketing terminology book, mostly basics with higher-end marketing terminology and practices. However the book falls short in the internet side. It does list terms like Search Engine and Google but this book is just a reprint of the older book which I already own with a few minor adjustments. No need to buy if you have older edition. No new

marketing terms like Search Engine Optimization, SEM, or PPC. For instance the book lists SAG (The Screen Actors Guild) but not Facebook which is more relevant to marketing than SAG? It does mention Google but leaves out Bing and Yahoo? Go figure, don't buy it if you have older copy (year 2000, Print). However if you still work in brick and mortar store, or work in the dying field of print publishing or telemarketing, where you need to understand predictive dialing or the Likert scale then this book is for you, other than that it is only good as a reference to someone studying or new to marketing. Get a more comprehensive and updated book if one does exist, I expected more from Barron's, it only got two stars because it still has over 95% of the marketing terms that are still used in brick and mortar business and is still good for a marketer like myself to own one but I have the earlier reprint which is about the same. 0 of 0 people found the following review helpful. ... brushed up on the current terms this is an excellent reference. By Christopher Miller If you haven't brushed up on the current terms this is an excellent reference. 0 of 0 people found the following review helpful. Five Stars By Robert Elic Awesome source. I have used these for years! Bought LAw and other ones from Barron's. Great price!

More than 4,000 marketing-related terms and definitions cover a wide array of topics. Among them are print production, radio, TV, and outdoor advertising, internet marketing, direct marketing, market research and testing, pricing, marketing legislation, and much more. Here's a fact-filled reference guide for small business owners, internet marketers, advertising artists and copywriters, media analysts, business students, sales and marketing managers, and others seeking to understand marketing concepts and applications.