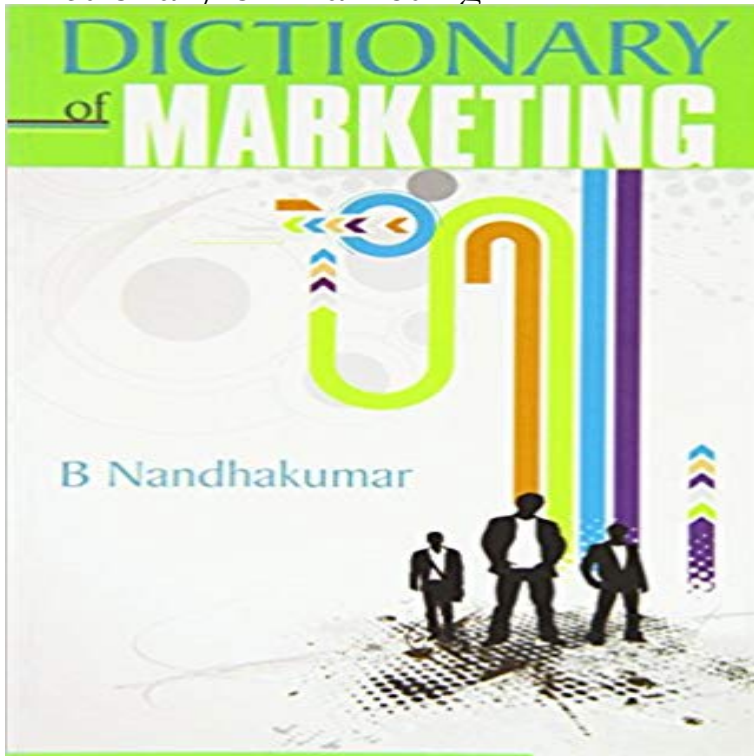


Dictionary of Marketing



As a comprehensive vocabulary of terms used in marketing, this book covers different aspects of the subject such as market research, advertising, promotional aids, selling techniques, etc. It has been compiled to meet the needs of the students of marketing at all levels. The terms and definitions have been frequently presented along with the functional phrases, thus avoiding the more comprehensive type of treatment appropriate to larger reference works. An attempt has also been made to write the entries in a clear and lucid style to provide both straightforward definitions and invaluable background information. The words and terms are explained in simple English and clear and easy illustrations have been included, where appropriate, to explain their meaning and usage. This dictionary will be of immense value to the students of management and others studying or working in the related fields. Also, it will help the students to locate, identify and expound day-to-day terminology in its proper context.

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