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A Dictionary of Marketing is an accessible and wide-ranging A-Z, providing over 2,600 entries on topics spanning terms for traditional marketing techniques (from strategy, positioning, segmentation, and branding, to all aspects of marketing planning, research, and analysis), as well as leading marketing theories and concepts. Both classic and modern marketing techniques are covered.

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Whether just starting your marketing career or an old timer, like me, this dictionary of terms is a must have. I find myself reaching for this comprehensive book often. Sometimes just to look up a new social media term. Other times to help explain something to a more junior marketing team member.

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Marketing is a technical subject and there was a lot of new vocabulary and jargon to get to grips with. This book provides clear explanations for hundreds of words and phrases, putting them into context and using relevant examples. I still use this book regularly to refer to words as and when they come up.

A Dictionary of Marketing (Oxford Quick Reference): Amazon ...

noun. The action or business of promoting and selling products or services, including market research and advertising. 'the Western arts of marketing and distribution'. More example sentences. 'a marketing campaign'. 'The first workshops on export marketing will be conducted in Oshakati and Tsumeb.'. 'Various types of marketing, retailing and production cooperatives also flourished in this period.'

Marketing | Definition of Marketing by Oxford Dictionary ...

marketing. noun. /'mɑ:kɪtɪŋ/. /'mɑ:rkɪtɪŋ/. [uncountable] jump to other results. the activity of presenting, advertising and selling a company's products or services in the best possible way. a marketing campaign/strategy. a marketing manager/director/department.

marketing noun - Oxford Advanced Learner's Dictionary

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the activity of presenting, advertising, and selling a company's products in the best possible way a marketing campaign She works in sales and marketing. Persuasion is one of the most valuable skills in marketing. see direct marketing Topic Collocations

marketing noun - Oxford Advanced Learner's Dictionary

a job that involves encouraging people to buy a product or service: a career in marketing Our marketing people have come up with a great idea for the launch of the new model.

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