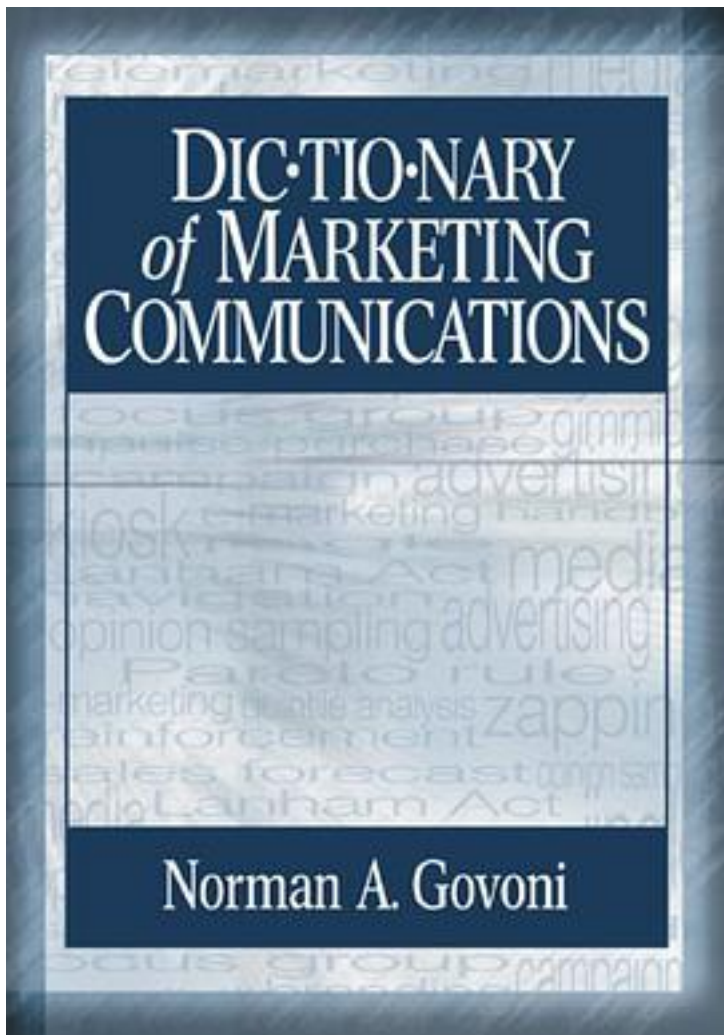


# The Dictionary of Marketing Communications



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'A relatively inexpensive and comprehensive dictionary, which provides succinct

definitions of much of the current jargon in marketing. It will make a useful addition to academic and practitioner collections' - "Reference Reviews". With over 4,000 entries, including key terms and concepts covering advertising, sales promotion, public relations, direct marketing, personal selling and e-marketing, "The Dictionary of Marketing Communications" reflects the changing dynamics of the marketing profession. The dictionary provides an up-to-date and comprehensive collection of the terms and concepts that are essential for an understanding of the basic promotion functions of marketing. Designed for students and professionals alike, the dictionary's entries are clear, practical and non-technical; cross-references are also included to help the reader appreciate key relationships in marketing. It will be an essential reference for practitioners, managers, academics, students and any individual with an interest in marketing and promotion.

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