



Macmillan dictionary of marketing & advertising

Michael John Baker

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What is ACORN, the "Boston Box", psychographics? Every trade and profession has its own special language and jargon and marketing and advertising are no exception to this rule. Indeed many would claim that marketing and advertising are responsible for a large proportion of the new terms and idioms introduced into the language of business in recent years. In this second edition, many terms which turn up in every-day language are explained. Extended explanations and diagrams are provided for all the basic ideas and concepts which are the foundations of modern marketing practice, together with definitions of terms in less common usage.

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