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ADVERTISING

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Second Edition

Michael J. Baker

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Introduction

Since its first publication in 1984, the upsurge of interest in the subject of marketing which prompted the preparation of a *Dictionary of Marketing and Advertising* has continued unabated. Indeed, if anything, it has gathered momentum and greatly increased the number of persons exposed to terms and phrases which were formerly the preserve of the marketing specialist. At the same time, emphasis upon marketing as a major factor contributing to competitive success and its recognition as a major business function has resulted in a rapid expansion of the vocabulary of the subject. To respond to these changes, a new, revised edition is clearly called for and, with the collaboration of my colleagues in the Department of Marketing at Strathclyde University, this considerably enlarged and updated second edition is the result.

As Editor, I consider the original objective of providing concise but informative definitions still to be the primary goal. The intended audience remains practitioners, managers, students and lay persons in other fields who are exposed to marketing 'jargon' and need a clear explanation of its meaning. However, while considerably more technical terms have been included, no attempt has been made to incorporate the more arcane terminology of the marketing specialist in sub-fields such as advertising, marketing research, P.R., etc. Persons seeking such terms will have to refer to the specialised text books and glossaries which deal with these essentially minority interests.

As before, individual contributions to the Dictionary are identified by the author's initials and reflect the extensive involvement of the staff of what is believed to be the largest specialist grouping of academic experts on marketing in Europe – Strathclyde University's Department of Marketing. To them all I extend my grateful thanks. However, the major credit for the greatly expanded second edition must go to the two successive Research Assistants who have looked after me so well over the years. In this case, Graham Peaston and Marie Clare Cameron.

Graham initiated the revision by scanning all the major marketing texts and preparing a listing of words and phrases which appeared to enjoy some currency but were missing from the first edition. Valuable as this was, the real task of marshalling the resources of the faculty, cajoling contributions from them, and synthesising them into a single coherent manuscript was

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accomplished by Marie Clare Cameron. This second edition is very much a tribute to her dedication and skill.

We all trust you find the new edition a useful addition to your working library and, as before, will welcome comments and suggestions for further improvements.

Michael J Baker