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Contents

Introduction	vii
The Key Concepts	1
Index	295

Introduction

Marketing has perhaps one of the worst reputations in the field of business as it is perceived to be inherently fraudulent and manipulative, yet in truth it strives to be ethical and is often tainted by those who are not true marketers.

Marketing can be considered as one of the youngest disciplines in the business world, yet it abounds with a bewildering selection of jargon terms and scientific speak that makes the professional very difficult to understand. At its heart, marketing seeks to identify, satisfy and supply customers' expectations, their needs and their wants. Above all, the true professional tries to do this in an honest and fair manner, not seeking to confuse or otherwise deceive the public. However, despite these ideals, marketing professionals have found themselves criticized for what they say, how they say it, and above all, the number of times they say it.

Increasingly, marketing mavericks have fallen foul of legislation aimed at tightening up the profession and closing the loop-holes which allowed the unscrupulous to take advantage. The legislation is complex and by no means perfect, still relying on the professional judgement of marketing specialists and the codes of conduct produced by the various organizations representing the professionals. It is still hoped by these organizations and professionals alike that self-regulation will not be replaced by draconian laws which would inhibit innovation.

It is innovation that drives marketing, and not just in the nature of the advertising campaigns – the ways in which potential customers are targeted – or in the manner in which the profession conducts its business. The business world is continually indebted to developments in the field of marketing, a truly vibrant area full of ideas, true professionals and many with the ability to think and act laterally.

The structure of the book

Every attempt has been made to include all of the key concepts in this discipline, taking into account currently used terminology and jargon common throughout marketing in organizations around the world. There are notable differences in legislation and procedure when we compare marketing, advertising, public relations, sponsorship and the other subdivisions of the discipline in the United Kingdom, Europe, the United States and Japan. Increasingly in Europe, for example, there is a

harmonization process in train which is gradually seeking to standardize regulations and procedures.

Each of the key concepts has been placed alphabetically in order to ensure that readers can quickly find the terms or entries that interest them. It is normally the case that a brief description of the term is presented, followed by a more expansive explanation.

The majority of the key concepts have the following in common:

- They may have a reference within the text to another key concept, identified by a word or phrase that is in **bold** type – this should enable the reader to investigate a directly implicated key concept should they require clarification of the definition at that point.
- They may have a series of related key concepts, which are featured at the end of the definition – this allows the reader to continue research and investigate subsidiary or allied key concepts.
- They may feature book or journal references – a vital feature for the reader to undertake follow-up research for more expansive explanations, often written by the originator or a leading writer in that particular field of study.
- They may include website references – it is notoriously difficult to ensure that websites are still running at the time of going to print, let alone several months beyond that time, but in the majority of cases long-established websites have been selected or governmental websites that are unlikely to be closed or have a major address change.

Key concepts – a guide

Whilst the majority of the key concepts have an international flavour, readers are reminded of the necessity of accessing the legislation, in particular, which refers to their native country or to the country in which they are working.

It is also often the case that there are terms which have no currency in a particular country as they may be allied to specific legislation of another country. Readers should check that the description does not include a specific reference to such law and should not assume in these cases that the key concept is a generic one that can be applied universally to marketing.

In all cases, references to other books, journals and websites are based on the latest available information. It was not always possible to ensure that the key text or printed reference is in print, but most well-

stocked college or university libraries should have access to the original materials. In the majority of cases, when generic marketing books have been referenced these are, in the view of the writers, the best and most available additional reading texts.