



The Advanced Dictionary of Marketing: Putting Theory to Use

Scott Dacko

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This dictionary of marketing terms focuses on key concepts, grouped into four categories: concepts, laws, theories, and effects. Containing over 500 entries, ranging in length and depth, the book will be the ideal reference guide for practitioners, MBA students, and those taking professional marketing qualifications.

Example entries include:

Balanced Scorecard; Sagacity Segmentation; Value-based Marketing; Law of Comparative Advantage; Law of Diminishing Returns; Engel's Law; Moore's Law; Agency Theory; Game Theory; Motivation Theory; Theory X; Theory Y; Acquiescence Response Set; Anchoring Effect; Experience Curve Effect; Halo Effect; Substitution Effect.

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