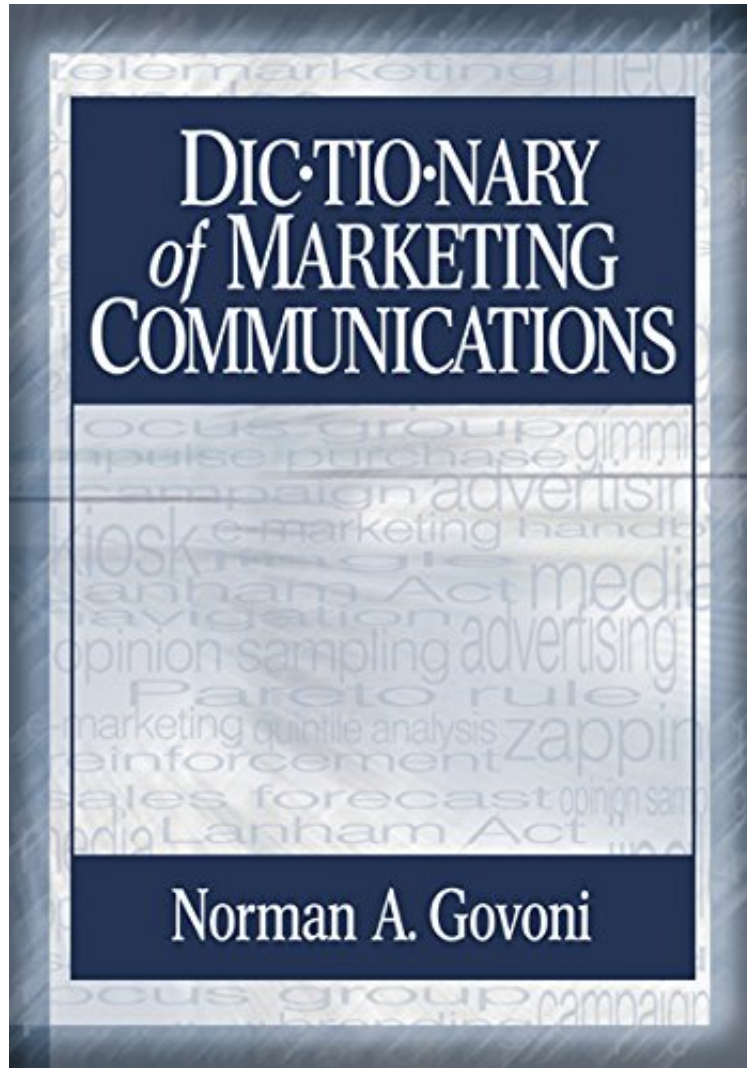


Dictionary of Marketing Communications

Norman A.P. Govoni

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The Dictionary of Marketing Communications contains more than 4,000 entries, including key terms and concepts in the promotion aspect of marketing with coverage of advertising, sales promotion, public relations, direct marketing, personal selling and e-marketing. Growing out of a database of terms compiled over many years by the author for use in his marketing classes at Babson College, this dictionary is a living, growing document reflecting the changing dynamics of the marketing profession. It will be an essential reference to practitioners, managers, academics,

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