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This 4-page laminated guide contains the fundamentals of marketing. The QuickStudy Marketing guide is jammed pack with definitions and principles which are designed to aid anyone in increasing their knowledge of marketing. Topics covered include: government and target markets, market segments, international markets, product life cycle and much more.

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This 4-page study guide contains fundamental marketing definitions and principles which are specifically designed to aid business students.

At BarCharts, we understand that proper marketing is one of the cornerstones of a thriving business--that's why we've developed a guide that can help any company reach out to its desired customer base. This 3-panel, up-to-date guide explores every facet of the marketing process; word definitions, marketing examples and full-color illustrations fill each jam-packed page. Our goal is to make your profits soar!

Students can use this reference tool to stay sharp and make the grade in the required (core) marketing course, while

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professionals, entrepreneurs and corporate players can keep concepts and details handy in the busy working world. This big-picture view of marketing's most important core concepts includes the details behind those concepts in clear, concise and easy to review sections. Expertly written and designed to offer more answers per page than any source available, in 6 laminated pages you can quickly review to boost that test score or refresh your memory. Non-marketing majors in business will find this guide extremely useful dealing with marketing discussions and marketing teams to get the most out of any company marketing endeavor. 6 page laminated guide includes:
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Products Organizational or Industrial
Products Product Development & the
Product Life Cycle (PLC) Branding Product
Mix Strategies Communications in
Marketing Personal Selling Managing the
Sales Force Advertising, Advertising
Techniques Sales Promotion Public
Relations Social Media & Online Content
Online Content Big Data & Social Media
Analytics Opinion Leaders & Social Media
Influencers Distribution: Channels &
Logistics Channel of Distribution Retailing,
Wholesaling or Wholesale Trade Marketing
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Marketing Research Process Types of
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Methods in Practice Nonprofit Marketing

Bring the customers you need to your business by expanding your reach to the right people and market using targeted tools and messages to increase business using this essential guide. This expertly written, concise reference will help you develop a marketing plan, create the right messages for the right media platform, use the platform to reach your target, increase brand awareness, interact with customers and measure results. Industry terminology alone is worth the low price of this 6 page laminated guide that is jam packed with just the info you need. Value for your money and value for your time. 6 page laminated reference guide includes: Social Media Reach & Audiences Key Social Media Terms Types of Social Media Sites Popular Social Media Sites Blogging Developing a Social Media Marketing Plan Search Engine Optimization

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(SEO) User-Generated Content and
Comments Branding Interacting with
Customers Measuring Results Social Media
Management Tools Social Media
Monitoring Privacy and Security Ethics

Strengthen skills, know where to start and reduce your risk. Growing in universities as a separate degree in itself, any business major or inspired self-starter will find a barrage of tools that create a road map to the American Dream. With a focus on doing it "lean", this 6-page guide by our author, successful entrepreneur and well-connected Babson College graduate can help steer the course. Suggested uses: * Students - quick reference tool for a major in entrepreneurship or business * Professors - supplemental reference for courses that focus on aspects of business and entrepreneurship * Personal -

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start your own business – for people who want to work for themselves and feel there is a better way to providing a service or product that they feel is meaningful, fulfilling and profitable * Consultants - provide as a supplemental reference and/or promotional give-away for entrepreneurship and start-up presentations, courses, conferences, training and the like

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Action Understanding YouTube Analytics
Creative Uses of YouTube Videos

This newly revised and updated edition of BarCharts' best-selling U.S. Government study guide features an even more comprehensive, in-depth look at the workings of America's highest political systems. Each color-coded section discusses a particular element of the government in detail using key definitions, office and agency descriptions, and timelines of important events that have impacted how the United States operates politically. It's the

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perfect reference tool for students and history buffs alike!

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Tactics for organizing a research-driven campaign Strategies for leading a marketing team Techniques for branding from the inside out Case studies of marketing successes and failures Simple enough for a novice or student, but challenging enough for a veteran marketing manager, Marketing DeMystified is the most thorough and simple shortcut to decoding key marketing concepts and principles.

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