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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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QuickStudy® laminated office reference guides are the best-selling resource for knowledge on the go in office supply stores just like yours! Our products feature a large array of subjects including home improvements, academic, computers, home tips, health, and more.

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!

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

Students can use this reference tool to stay sharp and make the grade in the required (core) marketing course, while 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: Core Concepts Marketing Perspectives Key Marketing Perspectives to Guide Marketers The Marketing Environment The Role of Marketing Cross-Cultural Marketing Target Markets Market Segmentation Products Goods, Services Total Product, Consumer 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 Logistics Management: Physical Distribution Consumer Privacy & Security Purchasing Decisions Commercial & Industrial Market Purchase Market & Consumer Purchase The Adoption Process Marketing Research & Decision Making Marketing Research Process Types of Research, Sources of Data Price Determination Pricing Objectives Pricing 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 (SEO) User-Generated Content and Comments Branding Interacting with Customers Measuring Results Social Media Management Tools Social Media Monitoring Privacy and Security Ethics

Designed to illustrate the importance of management leadership in the business world, our information-packed 3-panel (6-page) guide is sure to resonate with students and businesspeople, alike. Clear explanations of key terms and principles, as well as theories and their proponents, are enhanced by vivid graphics.

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 - 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

Business Ethics This comprehensive guide covers all aspects of business ethics.

Every day, over 4 billion videos are watched on YouTube, making it second only to Facebook for social media marketing and an essential tool for your business. Your YouTube audience spans nearly every age group, every country and every important demographic. This 6 page laminated guide will show you how to reach them through creating a channel, promoting, getting discovered, tracking and analyzing viewers as you inspire a call to action - turning viewers into customers and then repeat customers. 6 page laminated reference guide includes: Digital Marketing YouTube Marketing YouTube Terms & Definitions Setting Up a YouTube Channel Create & Customize Your Channel Create, Edit and Upload a Video Create Playlists Monetize Your Channel Livestream Content Manage Privacy Settings Messaging Types of Marketing Video Content Storytelling Marketing Creating Compelling Stories Targeting Specific Audiences Types of Appeals Marketing Techniques & Strategies Branding Brand Consistency Across Messages Promoting Your Videos Improve SERP Ranking, SEO & SEM Improve Findability Drive Traffic to Your Videos Evaluating ROI & Monitoring Key Metrics Ethics YouTube Policies & Regulations Creative Ideas