



## The Practical Marketing Handbook of Definitions: Second Edition (Paperback)

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By Michael C. Walker

AUTHORHOUSE, United States, 2004. Paperback. Book Condition: New. 2nd edition. 202 x 130 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Practical Marketing Handbook of Definitions Take a few minutes to test yourself. Below is a sample list of a dozen terms taken from this book. If several of them are less familiar to you, THE PRACTICAL MARKETING HANDBOOK of DEFINITIONS could be a valuable resource. If all twelve of the terms are readily familiar to you, congratulations! But please consider giving a copy to a friend or associate who may not be so enlightened. The Even Dozen Test: Augmented cash guarantee Balloon copy Consensual validation Customer service index Fallout Halo effect Index method Market drift Noted score Psychodrama Sales decay constant Trade position discount Thank you for your time. Enjoy the book.



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