

1. Record Nr.	UNINA9910479958903321
Autore	Govoni Norman A. P
Titolo	Dictionary of marketing communications [[electronic resource] /] / Norman A. Govoni
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c2004
ISBN	1-4522-6295-0 0-7619-2770-0 1-322-41794-6
Descrizione fisica	1 online resource (737 p.)
Disciplina	380.103
Soggetti	Communication in marketing Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 245-247).
Nota di contenuto	Cover Page; Title; Copyright; Contents; Dedication; Preface; Entries A Through Z; Resources; About the Author
Sommario/riassunto	With over 4000 entries, including key terms and concepts covering advertising, sales promotion, public relations, direct marketing, personal selling and e-marketing, this text reflects the changing dynamics of the marketing profession.