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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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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

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!

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

Accounting by Joe Booth is a developer's guide to basic accounting. Written with business app development in mind, Booth discusses some of the most common accounting processes, including assets, multiple accounts, journaling, posting, inventory, and payroll. An appendix includes SQL code examples to get you started with several basic accounting transactions. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject . We hope you find this book useful in shaping your future career & Business.

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

Good communication skills are essential for companies in terms of marketing their services to the public, and for co-workers interacting with each other. BarCharts' new 3-panel guide addresses this important area of business, using a format that breaks down each element into sections featuring comprehensive lists of key definitions, tips and suggestions. It's a must-have for any businessperson's bookshelf.

Complete essential reference for students and professionals, perfect for the college course and for those in business seeking to research and understand their customer's needs, wants, attitudes and behaviors - all of which will increase customer base, brand loyalty and sales. Author and communications professor Maria Siano, PhD (John Hopkins, Rutgers) masterfully crafted the most succinct and organized tool for the need to know aspects of consumer behavior in 6 laminated pages. Designed so you can find the answers you need fast it also offers a broad view of the subject from start to finish that can connect the dots while studying, making it perfect as a refresher, or for the professional who wants to know more. At this price, being this handy, this grade boosting reference is a must have. 6 page laminated reference guide includes: Overview Purposes History Core Types of Consumer Data Understanding Customer Needs & Wants Big Data Collecting Consumer Data Storing Consumer Data Mining & Analyzing Consumer Data Using Consumer Data Consumer Value Adding Value to Consumers Customer Relationship Management (CRM) Meeting Customer Expectations Consumer Perceptions Customer Retention Customer Support Customer Feedback Customer Testimonials Consumer Decision-Making Consumer Decision-Making Process Factors Affecting Consumer Decisions Patterns & Trends Levels of Consumer Decision-Making Marketing & Branding Marketing Branding Positioning & Competition Marketing Mix Promotional Strategies Cross-Cultural Marketing Selling Techniques Laws & Ethics Laws Regulating Consumer Data Collection Ethical Considerations

The mind is more than just the brain, and its complexities still stump scientists. However, for students of introductory psychology, or those in advanced courses who would like a quick refresher, core psychological concepts are made clear in BarCharts' best-selling Psychology guide, which has been newly updated and expanded for this edition. Updated information and an additional panel, including new tables and illustrations, concisely explain concepts from basic brain anatomy to social roles and emotions.

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