



## The Marketing Dictionary for the 21st Century (Paperback)

By Robert Bly

Motivational Press, Inc., United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Now Make Sure You re Fluent in the Language of Marketing in the 21st Century! > Do you know the difference between cold traffic vs. hot traffic - and the best way to convert each? > Are your content writers serving you warmed over -Google goulash?- > Are you taking your response rates to the next level by using dominant resident emotion and the core buying complex? In the digital era, marketing is evolving with lightning speed, and the language of marketing is changing right along with it. Now, with the Marketing Dictionary for the 21st Century, you ll quickly bring your marketing vocabulary up to date, understand what colleagues and vendors are talking about, and show others that your marketing knowledge is on the cutting edge. You ll also learn important marketing concepts that can multiply your sales and profits as never before!.



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