

**Field guide to marketing: A
glossary of essential tools and
concepts for today's manager
(Harvard Business/The
Economist reference series)**

Tim Hindle

Note: This is not the actual book cover

Economist Reference Field Guide To Marketing

Karin Nielsen-Saines



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The Economist Reference Book Harvard Business Review, Harvard Business Review Press, Tim Hindle, 1993 Takes the mystique out of marketing with down to earth definitions of the most relevant marketing terms and concise information about the state of the industry The main section explains over 400 carefully selected concepts and topics while myriad quotations from recognized scholars business executives and writers supplement the definitions provoking deeper thinking about the contemporary issues in marketing Also included are profiles of well known marketing companies and products and descriptions of some of the world's most influential advertising agencies **Field Guide to Marketing** Tim Hindle, 1994

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