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personal selling. any form
of direct contact

occurring between a
salesperson & a

customer. business-to-
business selling. takes

place in a manufacturer's
or wholesaler's

showroom (inside sales)
or a customer's place of
business (outside sales)

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telemarketing. the
process of selling over the
telephone.

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Graphic Organizer.

1Distribution is the
process of getting goods
and services to
customers. 2Financing is
getting the money that is
necessary for setting up

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and running a business.

3 Marketing information management is gathering and analyzing information about consumers, trends, and competitors ' products.

Chapter 13 Marketing in Today ' s World
Marketing Essentials follows a logical structure enabling students to clearly see how effective

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marketing requires an analysis of the market place, the recommendation of a marketing strategy and the implementation of the desired strategy. Marketing Essentials is ideal for use on introductory marketing modules at both undergraduate and MBA level.

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