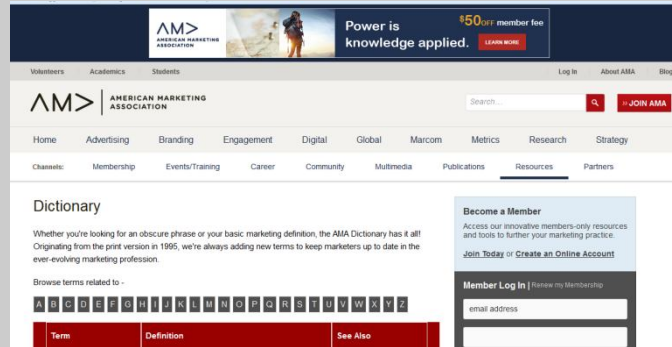


Home Page



Logo



URL

https://www.ama.org/resources/Pages/Dictionary.aspx

Subject

Marketing – Dictionaries

Accessibility

Free

Language

English

Publisher

The American Marketing Association

Brief History

Originating from the print version in 1995, AMA has always added new terms to keep marketers up to date in the ever-evolving marketing profession. Copyright date is available i.e. 2016.

Scope and Coverage

4,000 cross-referenced definitions of marketing terms are available here.

Kind of Information

In this dictionary each term is provided with definition and cross

references with other related marketing terms. There are marketing related articles, available through AMA website. See also references are also found. Acronyms of some popular marketing terms are also available here. Some examples are given below in the print screen for clear understanding.

Term	Definition	See Also
A. D. Little Business Profile Matrix	Refer to "See Also" column to the right.	<ul style="list-style-type: none"> o product business portfolio models
A.S.E.A.N.	Refer to "See Also" column to the right.	<ul style="list-style-type: none"> o Association of South East Asian Nations
A/B Testing	A/B testing, at its simplest, is randomly showing a visitor one version of a page- (A) version or (B) version- and tracking the changes in behavior based on which version they saw. (A) version is normally your existing design ("control" in statistics lingo), and (B) version is the "challenger" with one copy or design element changed. In a "50/50 A/B split test," you're flipping a coin to decide which version of a page to show. A classic example would be comparing conversions resulting from serving either version (A) or (B), where the versions display different headlines. A/B tests are commonly applied to clicked-on ad copy and landing page copy or designs to determine which version drives the more desired result. Source: SEMPO	<ul style="list-style-type: none"> o Multivariate Testing

The cross referenced related terms of a particular term are mentioned under the 'See also' column.

Special Features

- ❖ Blog: a blog created and delivered by the American Marketing Association, offers ideas and perspectives on the latest in marketing from experienced marketers, researchers and academics, and AMA leaders.
- ❖ Various other marketing related concepts like advertising, engagement, strategy, marketing oriented research etc. are linked with this dictionary.
- ❖ Links to various social networking sites like Facebook, Twitter, Pinterest, Google plus etc. are available. Gmail, Yahoo mail are also linked with this dictionary.
- ❖ Links to AMA other resources and publications are found.
- ❖ List of marketing news is present here.
- ❖ Marketing job feed is also available.

Arrangement Pattern Terms are arranged in alphabetic sequence.

Remarks

This online dictionary of marketing encompasses a good amount of area on marketing. Though deals with little descriptions on various marketing terms, in providing quick ideas on marketing related concepts, this dictionary plays an undeniable role.

Comparable Tools

- The Internet Marketing Glossary
(<http://www.marketingterms.com/dictionary/>)
- Oxford Dictionary of Marketing
(<http://www.oxfordreference.com/view/10.1093/acref/9780199590230.001.0001/acref-9780199590230>)

Date of Access

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