

# A definition of Marketing

The buzz word in today's business world is marketing. However, people often ask for a simple definition of "marketing." Well, here's it is:

1. If you go up to someone at a party and say: "I am very rich. Marry me!"  
- ***That's Direct Marketing.***
2. If you get shot down in flames  
- ***That's Customer Feedback.***
3. If you get introduced to their partner  
- ***That's demand and supply gap.***
4. If your partner arrives  
- ***That's restriction for entering new markets.***
5. If someone else beats you too it  
- ***That's competition eating into your market share.***
6. You're at a party with a bunch of friends and one of them goes up to someone and points at you and says: "They're very rich. Marry them."  
- ***That's Advertising.***
7. You go up to someone at a party and get their telephone number. The next day, you call and say: "Hi, I'm very rich. Marry me"  
- ***That's Telemarketing.***
8. If you're at a party and someone walks up to you and says: "You are very rich! Can you marry! me?"  
- ***That's Brand Recognition.***
9. You're on your way home after the party and shout at the top of your lungs, "I'm fantastic in bed!"  
- ***That's Junk Mail.***