



BASICS OF MARKETING

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- You see a gorgeous girl at a party. You go up to her and say:
"I am very rich. "Marry me!"

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- That's Direct Marketing.

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- You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says:
"He's very rich. "Marry him."

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- That's Advertising.

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- You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day, you call and say: "Hi, I'm very rich. "Marry me -

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- That's Telemarketing.

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- You're at a party and see gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink, you open the door (of the car) "Marry Me?"

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- That's Public Relations

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- You're at a party and see gorgeous girl. She walks up to you and says: "You are very rich!"
"Can you marry ! me?"

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- That's Brand Recognition.

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- You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" She gives you a nice hard slap on your face.

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- "That's Customer Feedback..."

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- You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" And she introduces you to her husband.

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- That's demand and supply gap..."

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- You see a gorgeous girl at a party. You go up to her and before you say anything, another person come and tell her: "I'm rich. Will you marry me?" and she goes with him -

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- That's competition eating into your market share..."

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- You see a gorgeous girl at a party. You go up to her and before you say: "I'm rich, Marry me!" your wife arrives.

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- "That's restriction for entering new markets..."