

Title:

Do Definitions Tell You How To Create A Better Business?

Word Count:

1005

Summary:

When talking to people about what they think is involved in marketing, CRM, ecommerce, direct

It is nearly always the case that someone understands what is meant by graphic design ~ not a

Keywords:

marketing, CRM, ecommerce, direct marketing, web development, web design, graphic design

Article Body:

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It is nearly always the case that people also believe they understand what is meant by web des

So we thought we would be boringly helpful and using Wikipedia and a range of other sources de

We also thought we'd arrange them in what we regard as their order of importance to the succes

1. **MARKETING:** The most widely accepted definition of marketing on a global scale comes from th

2. **CUSTOMER RELATIONSHIP MANAGEMENT (CRM)** includes the methodologies, technology and capabilit

3. **ELECTRONIC COMMERCE, EC, e-commerce** or ecommerce consists primarily of the distributing, bu

4. **DIRECT MARKETING** is a discipline within marketing that involves the planned recording, anal

5. **WEB DEVELOPMENT** incorporates all areas of creating a web site for the World Wide Web. This

6. **WEB DESIGN** is the design of web pages, websites and web applications using HTML, CSS and im

7. **GRAPHIC DESIGN** is the applied art of arranging image and text to communicate a message. You

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