

:

31 March , 2008 - _____ Next-Stop.ru |

: 610

 _____ Next-Stop.ru _____

Next-Stop.ru

«BTL».

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12. *BTL* - ()

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- Product Placement

- Ambient Marketing

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2.

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BTL

A.

(Direct Marketing) -

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(call-) -

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SMS-

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B.

Promotion

(Sales Promotion) -

(Consumer Promotion),

(Trade Promotion).

. Sales

Consumer promotion -

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(switch-selling);

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(,).

POS (Point of Sales)

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Trade Promotion -

C.

(Event Marketing) -
Event Marketing

PR.

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(Public Relations) -

PR.

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PR;

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D. Product Placement -

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Product Placement

Talent Relations (« »), Cross Promotion ((,))
(()). ((»).

Product Placement

E. Ambient Marketing -

, BTL

BTL (PR) ()

Marketing Analytic