**Final Terms**

* Acid Test
* Advertising Hook
* Advertising To Sales Ratio
* Advocacy Advertising
* Affiliate
* Albert Lasker
* AIDA
* Alex Bogusky
* All Commodity Volume (ACV 70% to Advertise)
* Analytics
* Attribute
* Audit Bureau Of Circulation (ABC)
* Awareness
* Bells And Whistles
* Benefit/Attribute Ladder
* Bill Bernbach
* Blinkering Media Plan (Every Other Week)
* Brand Asset Valuator (BAV)
* Branding
* Brand Development Index (BDI)
* Brand Extension
* Brand Equity
* Brand Penetration
* Brand Personification
* Brand Promise
* Brand Stature (BAV)
* Brand Strength (BAV)
* Burrell Advertising (Tom Burrell)
* Cable Networks
* Category Development Index (CDI)
* Caveat Emptor
* Channel
* Circulation
* Claude Hopkins
* Cognitive Dissonance
* Commodity
* Continuity Media Plan (On Every Week)
* Constructive Discontent
* Consumer Behavior
* Consumer Insight
* Counter Position
* Couponing
* CPM
* Creative Destruction
* Creative Multiplier
* Creative Revolution
* Cyrus H. K. Curtis
* Daisy Ad (Political Advertising)
* Dan Pinkham
* David Ogilvy
* David Sarnoff
* Decode
* Demand
* Demonstration
* Differentiation
* Direct Marketing
* Disruptive Technology
* Effective Frequency (3+)
* Emotional Sell
* Encode
* Endorsement
* Esteem
* Event Marketing
* Facebook
* FCC
* Fast Moving Consumer Goods (FMCG)/ Package Good
* Feedback
* Flanker Brand
* Flighting
* Focus Group
* Fourth Wall
* Frequency
* FW Ayer
* George Batton
* George Gallup
* George Lois
* Ghost Brand
* Google
* Gross Rating Point (GRP)
* Hal Riney
* Helen Lansdowne Resor
* Hiatus (Break in Advertising)
* Hype
* Infomercial
* Inherent Drama
* Implied Benefit
* Inserts
* Instagram
* Interstate Commerce Act
* J. Walter Thompson
* Jay Chiat
* Jeff Goodby
* Jerry Della Famina
* Jordan Effect
* Knowledge
* King Gillette
* Larry Page and Sergey Brin
* Law Of Supply & Demand
* Larger than Life
* Lee Clow
* Leo Burnett
* Linked In
* List System (George Rowell)
* Logic
* Lottery
* Mark Zuckerberg
* Marshall McLuhan (The Medium is the Message)
* Martin Sorrell
* Mass Marketing
* Mass Media
* Mass Education
* Mass Distribution
* Media Efficiency
* Media Out of Pocket Cost
* Medium
* Mingo Jones (Frank Mingo/Carolyn Jones)
* Mnemonic
* Needs
* Network
* NFL/NFL Merger
* Noise
* OC + 15%
* Omnicom
* Out-positioned
* Participation
* Perceptual Map
* Permission To Believe
* Persuasion
* Phil Dusenberry
* Pillar/ Pillar Pattern (BAV)
* Positioning
* Power Grid (BAV)
* Power Brand/Power Brand Quadrant
* Pre Sell
* Pre-emptive claim
* Premium
* Pro Bono Advertising
* Product Placement
* Promotion
* Proof That It Works
* Publicis
* Pulsing
* Puffery
* PUSH (Rev. Jessie Jackson)
* PT Barnum
* Qualitative Research
* Quantitative Research
* Raymond Rubicam
* Rational Sell
* Rate Card
* RCA
* Reason Why
* Reach
* Relevance
* Reis and Trout
* RXF=GRP
* Rosser Reaves
* Saw Toothed Campaign
* Sampling
* Saatchi and Saatchi
* Saturation Advertising
* Scientific Advertising
* Seasonality
* Seasonality Index
* Shelf Keeping Unit (SKU)
* Slogan
* Snake Oil Salesman
* Snapchat
* Societal Change
* Social Media
* Syncretism
* Sponsor
* Supply and Demand
* Synergistic Effect
* Target Audience
* Ted Turner
* Ten Truths (BAV)
* Thomas Burrell
* Toll Broadcasting
* Trial Size
* Unique Selling Proposition (USP)
* Value
* Value Equation V=1/P
* Volney Palmer
* Vance Packard
* Walter Dill Scott
* Wear Out (10+)
* William Paley
* Weiden and Kennedy
* Wants
* Whisper Copy
* WPP