## **Marketing Definitions for Men**

You see beautiful women at a party. You go up to her and say; "I'm fantastic in the sack." That's Direct Marketing.

You're at a party with a bunch of friends and see beautiful women. One of your friends goes up to her and pointing at you says, "He's fantastic in the sack."

That's advertising.

You see beautiful women at a party. You go up to her and get her telephone number. The next day you call and say, "Hi, I'm fantastic in the sack."

That's Telemarketing.

You're at a party and see beautiful women. You get up and straighten your tie. You walk up to her and pour her a drink. You say, "May I," and reach up to straighten her necklace brushing your crouch lightly against her arm, and then say, "By the way, I'm fantastic in the sack." <a href="https://doi.org/10.1007/jha/15-2007/jha/15

You're at a party and see beautiful women. She walks up to you and says, "I hear you're fantastic in the sack."

That's Brand Recognition.

You're at a party and see beautiful women. You talk her into going home with your friend. <u>That's a Sales Rep.</u>

Your friend can't satisfy her so she calls you.

That's Tech Support.

You're on your way to a party when you realize that there could be beautiful women in all these houses you're passing. So you climb onto the roof of one situated toward the center and shout at the top of your lungs, "I'm fantastic in the sack!"

... That's Spam.