## Table 1: List of marketing panaceas 1985-2005

Anti-Marketing Authenticity Marketing Buzz Marketing Cause Related Marketing Chrono-marketing Co-Marketing Community Marketing Convergence Marketing Contextual Marketing, Counter Marketing Creative Marketing Cult Marketing Customer Centric Marketing Database Marketing **Eco-Marketing Emotion Marketing** Empowerment Marketing **Environmental Marketing** Ethnic Marketing Ethno-marketing Entrepreneurial Marketing **Event Marketing Expeditionary Marketing** Experience Marketing Exponential Marketing

Family Marketing Geo-marketing Grass Roots Marketing Green Marketing Guerrilla Marketing Holistic Marketing Interactive Marketing Knowledge Marketing Life Event Marketing Loyalty Marketing Macro Marketing Maxi Marketing Mega Marketing Micromarketing Multilevel Marketing Multi-Sensory Marketing Network Marketing Neural Marketing Niche Marketing Non Business Marketing Nostalgia Marketing Olfactory Marketing One-to-One Marketing Permission Marketing Radical Marketing Real Time Marketing Relationship Marketing

Retro-marketing Reverse Marketing Scarcity Marketing Sensory Marketing Situational Marketing Slow Marketing Social Marketing Societal Marketing Solution Marketing Stakeholder marketing Stealth Marketing Street Marketing Sustainable Marketing Symbiotic Marketing Time Based Marketing Total Relationship Marketing Trade marketing Trend Marketing Tribal Marketing Turbo Marketing Undercover Marketing Value Marketing Viral Marketing Yield Marketing