

References

“SWOT Analysis.” Wikipedia: The Free Encyclopedia. Wikimedia Foundation, Inc., 12 March 2014. Web. 12 March 2014. http://en.wikipedia.org/wiki/SWOT_analysis

“Marketing vs Sales.” Diffen.

<http://www.diffen.com/>, 12 March 2014. < http://www.diffen.com/difference/Marketing_vs_Sales>

Abdeen, Adnan (1986). English-Arabic Dictionary of Accounting & Finance: Librairie Du Liban, Beirut & John Wiley & Sons, London.

Al-Faruqi, Tahsin Taji (2005). The Dictionary of Banking, Finance & Investment: Librairie Du Liban Publishers, Beirut.

Collin, P. H. (1994). York Dictionary of Business, 2nd Edition: Peter Collin Publishing Ltd, UK.

Dowling, Barbara Tolley & Arden, Marianne McDougal (1992). Business Concepts for English Practice. Heinle & Heinle Publishers, Wadsworth Inc.

Downes, John & Goodman, Jordan Elliot (1995) Dictionary of Finance and Investment Terms: Barron's Educational Series, Inc., USA

El Assiouty, Magdi Nafed (1988). El Assiouty Banking and Financial Dictionary: El Assiouty.

Mackenzie, Ian (2001). Management and Marketing: Language Teaching Publications, Thomson Learning Inc.

Milne, John Morrison (1994). Business Language Practice, Global ELT: Heinle, Thomson Learning Inc.

Steer, M (1985) Business Studies Dictionary: Pitman Publishing Limited, UK.