

# How to talk like Marketing: The awareness space

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 [devblogs.microsoft.com/oldnewthing/20070329-01](http://devblogs.microsoft.com/oldnewthing/20070329-01)

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The great thing about Marketing is that you get to use words and phrases that normal human beings never use. Here's an example from over a decade ago:

XYZ fit the installed base of web browsers we were targeting, and worked well in an awareness space.

I have no idea what an “awareness space” is.

The punch line? This sentence came from a person whose title was “Director of Communication”!

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