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This revised and updated second edition of Marketing Briefs: a revision study guide gives every marketing student the most comprehensive collection of definitive overviews of every key concept in the subject. The text itself is organized into short structured chapters, the Briefs, each including: * Core definitions * A bulleted key point overview * Thorough yet concise explanation of the concept and primary issues * Illustrative examples * A selection of examination style case, essay and applied questions Together these offer a rounded, concise and topical appreciation of each theme within a clear and accessible framework, designed to aid revision. Also included are revision tips and 'golden rules' for tackling examinations, specimen examination papers with answer schemes, and a full glossary of key marketing terms.

The Portable MBA in Marketing

Industrial Marketing Management provides a comprehensive review and analysis of industrial marketing issues, practices and strategies with reference to Indian scenario. The main focus of this book is on building a conceptual understanding for developing industrial marketing strategies. It includes analysis of the caselets, which will sharpen the analytical ability of the students.

Marketing Briefs

Elsevier/Butterworth-Heinemann's 2006-07 CIM Coursebook series offers you the complete package for exam success. Fully reviewed by CIM and updated by the examiner, the coursebook offers everything you need to keep you on course. Written by experts in the field and the CIM Senior Examiner, fully endorsed by CIM and independently reviewed. Each text is crammed with a range of learning objectives, cases, questions, activities, definitions, study tips and summaries to support and test your understanding of the theory. Contains past examination papers and examiners' reports to enable you to practise what has been learned and help prepare for the exam.

Industrial Marketing Management

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- new material to cover e-marketing issues, the role and function of the managed, knowledge management and managing and improving the effectiveness of individuals
- a completely revised unit on continuous assessment
- new and up to date examples and case studies to illustrate the theory
- additional text references and website references
- preparatory aids for the final exam, including the most recent exam papers, examiners' marking schemes and specimen answers

Comprehensive yet uniquely accessible, it provides essential support for anyone undertaking a CIM course. completely revised and updated to fit in with CIM Effective Management for Marketing syllabus officially endorsed by the CIM approved by the CIM Chief Examiner

Managing Marketing Performance

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Effective Management for Marketing

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Marketing Management

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Marketing Management

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This workbook provides marketing students with opportunities to apply their knowledge to practical situations by answering the questions and completing the assignments.

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MARKETING MANAGEMENT

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Marketing Management - Lecture Notes

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