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this textbook presents an introduction to marketing it explains all the fundamental concepts and theories of marketing and demonstrates their application through a wealth of examples case studies and vignettes

this textbook is a useful companion for the cim professional marketing qualification now in full colour and a new student friendly format key information is easy to locate on each page each chapter is packed full of case studies study tips and activities to test your learning and understanding as you go along

with a full explanation on the basic principles of marketing this guidebook helps readers answer such questions as what is marketing what is a marketing forecast and what is the

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marketing communication has an overwhelming impact on both society and business this text offers a comprehensive overview of the cornerstones techniques and applications of marketing communications practice in a european context

covers numerous topics in management theories and applications such as aggregate planning benchmarking logistics diversification strategy non traditional work arrangements performance measurement productivity measures supply chain management and much more

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