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Marketing Briefs: A Revision and Study Guide
Bushra Arshad

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Strategic Marketing in Practice 2007-2008
Routledge

Complementing Dibb and Simkin's established reputation in their field, this text presents a punchy overview of the leading 50 themes of marketing, each concisely summarized for revision purposes or quick-learning. While appealing primarily to students undertaking marketing exams, many practitioners will also find this 'glossary of current marketing' hard to resist. The title builds on the earlier works of Dibb and Simkin, whose Houghton Mifflin text, 'Marketing: Concepts and Strategies', is the current business school market leading text in the United Kingdom, while their Thomson Learning text, 'The Marketing Casebook: Cases and Concepts', has just been revised and is the most widely used marketing casebook. From understanding customers,

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Marketing Management in Practice
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Exam Code : CS0-002 Edition : Latest Verison (100% valid and stable)
Number of Questions : 135 Questions with Answer

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WEST-E Business and Marketing Education (038) Secrets Study Guide

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Exam Name : Certified Marketing Cloud Email Specialist
Exam Code : Salesforce Certified Marketing Cloud Email Specialist
Edition : Latest Verison (100% valid and stable)
Number of Questions : 114
Questions with Answer