



Marketing Information and Research 2008/09 (Paperback)

By Matthew Housden

Taylor Francis Ltd, United Kingdom, 2008. Paperback. Book Condition: New. 2008-2009 ed. 246 x 189 mm. Brand New Book. Butterworth-Heinemann's CIM Coursebooks have been designed to match the syllabus and learning outcomes of our new qualifications and should be useful aids in helping students understand the complexities of marketing. The discussion and practical application of theories and concepts, with relevant examples and case studies, should help readers make immediate use of their knowledge and skills gained from the qualifications - Professor Keith Fletcher, Director of Education, The Chartered Institute of Marketing. Here in Dubai, we have used the Butterworth-Heinemann Coursebooks in their various forms since the very beginning and have found them most useful as a source of recommended reading material as well as examination preparation - Alun Epps, CIM Centre Co-ordinator, Dubai University College, United Arab Emirates. Butterworth-Heinemann's official CIM Coursebooks are the definitive companions to the CIM professional marketing qualifications. The only study materials to be endorsed by The Chartered Institute of Marketing (CIM), all content is carefully structured to match the syllabus and is written in collaboration with the CIM faculty. Now in full colour and a new student friendly format, key information is easy...



READ ONLINE
[3.3 MB]

Reviews

This kind of pdf is every little thing and made me seeking ahead of time plus more. It generally will not price excessive. You will not truly feel monotony at anytime of the time (that's what catalogues are for concerning should you request me).

-- **Dr. Rosie Kuphal**

Extensive guideline! Its this kind of very good study. It really is full of knowledge and wisdom I discovered this book from my i and dad encouraged this publication to understand.

-- **Mr. Jerry Littel**