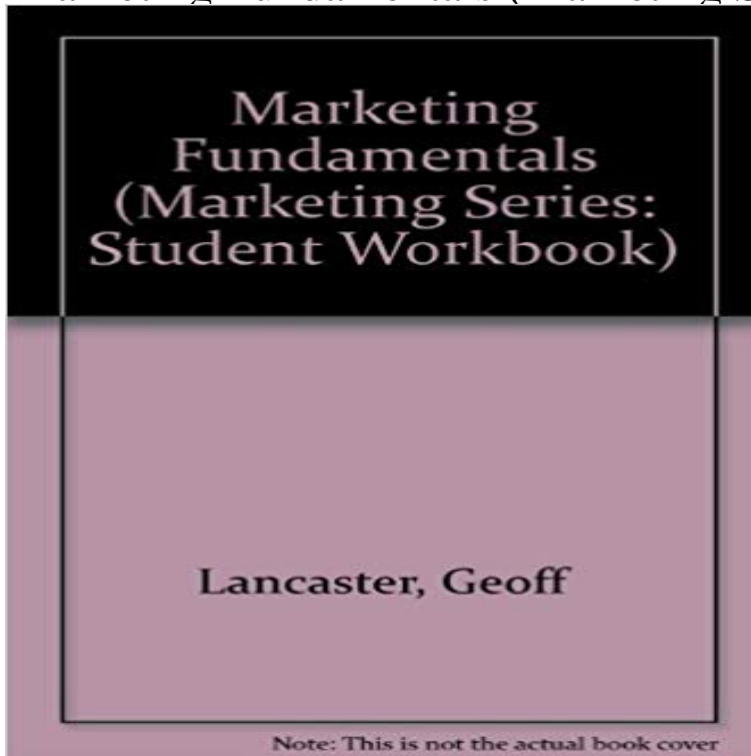


Marketing Fundamentals (Marketing Series: Student Workbook)



This book aimed at students studying for the Marketing Fundamentals module in the CIM Foundation Certificate. Each chapter includes: chapter objectives; chapter tasks; practical examples and case studies; questions to test your knowledge; where to find out more; chapter summary; and revision tips. The book should appeal to CIM Certificate and Diploma students and tutors, and lecturers in marketing wanting to use student-centred material on HND/BA business courses.

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