



CIM Revision Cards Strategic Marketing Decisions (2nd Revised edition)

By Karen Beamish



Taylor & Francis Ltd. Hardback. Book Condition: new. BRAND NEW, CIM Revision Cards Strategic Marketing Decisions (2nd Revised edition), Karen Beamish, Designed specifically with revision in mind, the CIM Revision Cards provide concise, yet fundamental information to assist students in passing the CIM exams as easily as possible. A clear, carefully structured layout aids the learning process and ensures the key points are covered in a succinct and accessible manner. The compact, spiral bound format enables the cards to be carried around easily, the content therefore always being on hand, making them invaluable resources no matter where you are. Features such as diagrams and bulleted lists are used throughout to ensure the key points are displayed as clearly and concisely as possible. Each section begins with a list of learning outcomes and ends with hints and tips, thereby ensuring the content is broken down into manageable concepts and can be easily addressed and memorised.



READ ONLINE
[3.85 MB]

Reviews

It is fantastic and great. Sure, it is perform, nonetheless an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Conor Grant**

This type of ebook is every little thing and made me looking ahead of time and more. It is among the most amazing book i actually have read through. Its been designed in an exceptionally simple way in fact it is simply soon after i finished reading through this pdf in which actually transformed me, change the way i believe.

-- **Dr. Ron Kovacek**