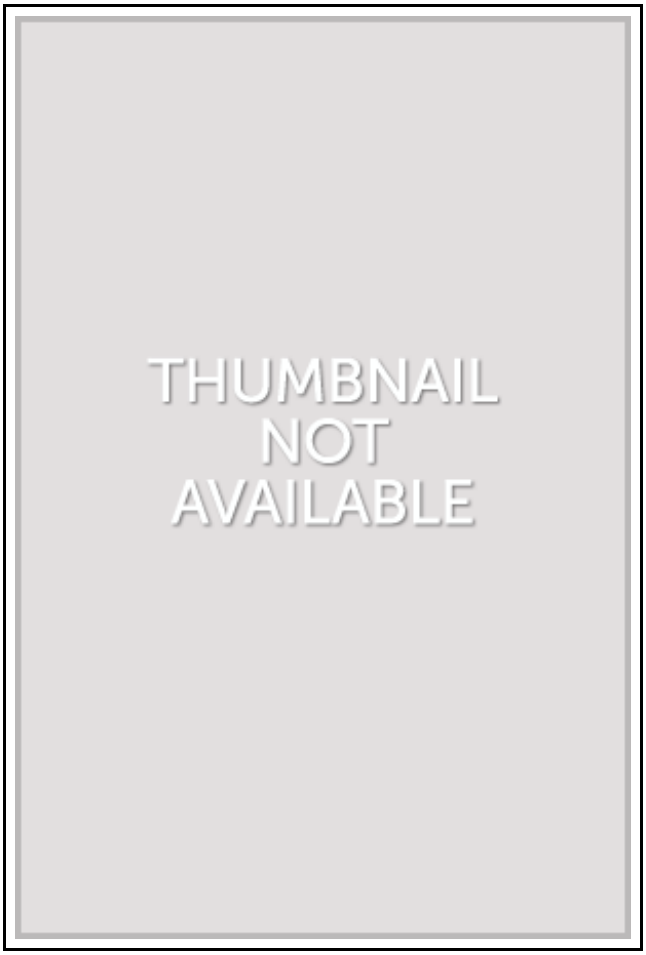
Business Essentials: Marketing and Promotion



Filesize: 3.34 MB

Reviews

A top quality pdf and also the font applied was fascinating to learn. it was actually writtern extremely properly and valuable. I discovered this publication from my i and dad recommended this publication to find out.

(Jan Schowalter)

BUSINESS ESSENTIALS: MARKETING AND PROMOTION

DOWNLOAD

Viva Books Private Limited, 2011. Softcover. Book Condition: New. First edition. Business Essentials range is the ideal learning solution for all students studying for business related qualifications and degrees. The range provides concise and comprehensive coverage of the key areas that are essential to the business students. Qualifications in business are traditionally very demanding. Students therefore need learning resources which go straight to the core of the topics involved, and which build upon students? pre-existing knowledge and experience. Business Essentials range has been designed to meet exactly that need. Viva-BPP Learning Media?s Business Essentials range is the ideal choice for numerous business qualifications. The Course Books offer the perfect learning solution for a multitude of business-related courses. The Course Books lend themselves specifically to: ? use on courses leading to degrees and diplomas in business from a variety of institutions ? use as generic texts on a wide range of business-related subjects ? background reading and reference material for learners and lecturers alike The Course Books provide concise and comprehensive coverage of all aspects of Business, with these key features: ? A user-friendly format for east navigation ? Chapter introduction and summaries to put the topic into perspective ? Plenty of up to date illustrations and case studies for students to discuss or work through individually ? Numerous timed activities to ensure consolidation of knowledge and further thought, with suggested answers. ? Quick quizzes at the end of each chapter to ensure understanding ? A glossary of terms and full index Contents: Part A: Market Intelligence ? Buyer Behaviour and the purchase decision-making process ? Marketing Research ? The Process and Forms of marketing Research ? Marketing Research Techniques ? Customer Satisfaction ? Part B: Marketing Planning and Market Vision ? Organisational Capability ? External Environment Analysis ? Competitor Analysis...

Read Business Essentials: Marketing and Promotion Online
Download PDF Business Essentials: Marketing and Promotion

See Also



Love My Enemy

Andersen, UK, 2004. Softcover. Book Condition: New. First Edition. Available Now. Book Description: Zee (short for Zara) lives in a quiet suburb of Belfast, with an apparently idyllic family life. But Zee's father was shot...

Save Book »



TJ new concept of the Preschool Quality Education Engineering: new happy learning young children (3-5 years old) daily learning book Intermediate (2) (Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

Save Book »



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

Save Book »



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

Save Book »



History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This version of the History of the Town of Sutton Massachusetts...

Save Book »