



Marketing Briefs

Sally Dibb, Lyndon Simkin

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The text itself is organized into short structured chapters, the Briefs, each including:

- * Core definitions
- * A bulleted key point overview
- * Thorough yet concise explanation of the concept and primary issues
- * Illustrative examples
- * A selection of examination style case, essay and applied questions

Together these offer a rounded, concise and topical appreciation of each theme within a clear and accessible framework, designed to aid revision. Also included are revision tips and 'golden rules' for tackling examinations, specimen examination papers with answer schemes, and a full glossary of key marketing terms.

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