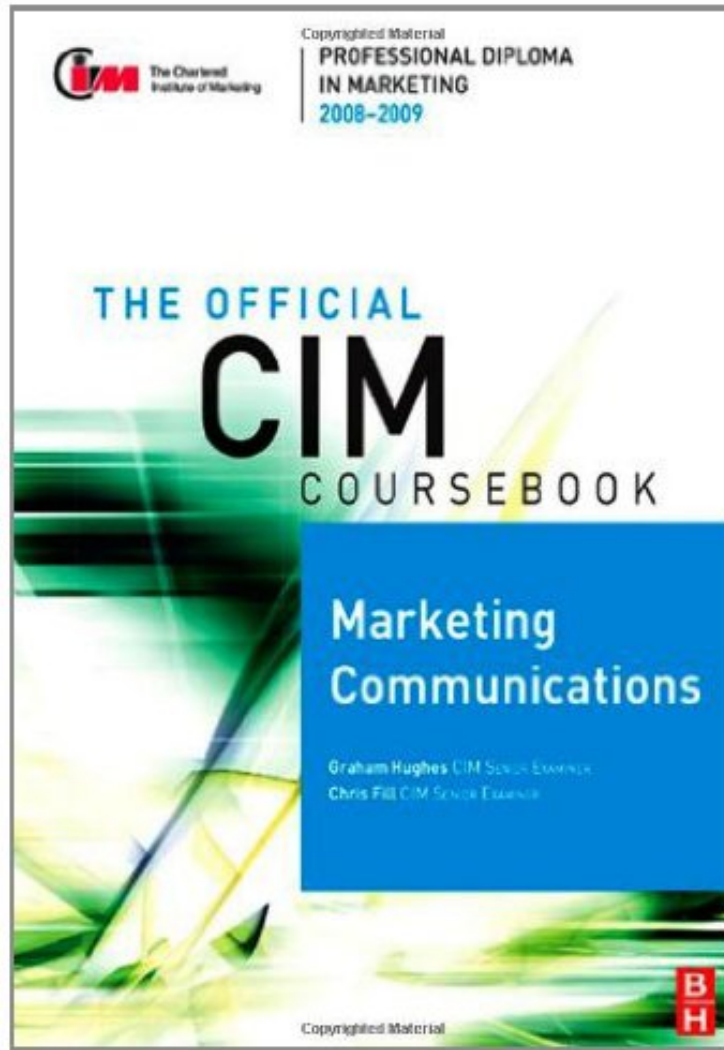


CIM Coursebook 08/09 Marketing Communications (Official CIM Coursebook)

Chris Fill, Graham Hughes

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#2184438 in eBooks 2012-05-31 2012-05-31 File Name: B0089LOK3U | File size: 51.Mb

Chris Fill, Graham Hughes : CIM Coursebook 08/09 Marketing Communications (Official CIM Coursebook)
before purchasing it in order to gauge whether or not it would be worth my time, and all praised CIM Coursebook 08/09 Marketing Communications (Official CIM Coursebook):

0 of 0 people found the following review helpful. Five Stars
By Anca Sarbu
Perfect.
0 of 0 people found the following review helpful. Clearly a Market Leader!
By Andrew Davison
An excellent informative resource, Chris Fill's 'Marketing Communications' is a comprehensive yet easily readable text the content of which is suitable for both marketing student and practitioner. Now in its third edition, it has improved yet again in both structure and content with

rearrangement of chapters into a more logical order and with updated content. The text has detailed content but succeeds in achieving a theoretical authority which is translated into strategic approaches and practical application, and supported with clearly related examples and mini-case studies. The marketing communications mix and related issues are covered with focus on the individual marketing communications elements and on the critical activity of planning and managing their integration. For students of studying for marketing examinations in higher education and professional Chartered Institute of Marketing (CIM) / American Marketing Association (AMA) level, this is an essential study text. For business and marketing practitioners requiring a marketing communications reference text this is a valuable resource. Those who do or wish to work in specific marketing communications fields such as advertising or promotion will find this a good background springboard to more specialised reading. Overall a highly recommended text for students, professionals and business people in marketing and/or business. When its time is due, the fourth edition will be equally welcomed. An excellent marketing text and clearly a market leader.

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 to locate on each page. Each chapter is packed full of case studies, study tips and activities to test your learning and understanding as you go along. • The coursebooks are the only study guide reviewed and approved by CIM (The Chartered Institute of Marketing). • Each book is crammed with a range of learning objectives, cases, questions, activities, definitions, study tips and summaries to support and test your understanding of the theory. • Past examination papers and examiners' reports are available online to enable you to practise what has been learned and help prepare for the exam and pass first time. • Extensive online materials support students and tutors at every stage. Based on an understanding of student and tutor needs gained in extensive research, brand new online materials have been designed specifically for CIM students and created exclusively for Butterworth-Heinemann. Check out exam dates on the Online Calendar, see syllabus links for each course, and access extra mini case studies to cement your understanding. Explore marketingonline.co.uk and access online versions of the coursebooks and further reading from Elsevier and Butterworth-Heinemann. INTERACTIVE, FLEXIBLE, ACCESSIBLE ANY TIME, ANY PLACE www.marketingonline.co.uk