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## CLEPreg; Principles of Marketing Book + Online (CLEP Test Preparation)

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James E. Finch, James R. Ogden, Denise T. Ogden, Anindya Chatterjee : CLEPreg; Principles of Marketing Book + Online (CLEP Test Preparation) before purchasing it in order to gauge whether or not it would be worth my time, and all praised CLEPreg; Principles of Marketing Book + Online (CLEP Test Preparation):

3 of 3 people found the following review helpful. This is by far your best resource for preparing for CLEP Marketing. By Tom CI rarely write customer reviews, but other customer reviews on these type of products have been essential to me when it came to picking study materials. I took this exam this morning and passed with a score of 72

(out of 80), with my university only requiring a score of 59 (general score to pass is 50). I studied intensely for about a week in preparation, with this book as my only resource. If you read this book thoroughly, and do the practice exams, making sure to review the answers and explanations to the question you got wrong, you should have no problem passing this exam. This is by far your best resource for preparing for CLEP Marketing. 1 of 1 people found the following review helpful. Passed! By Scott I used a combination of this and [...] to successfully pass my exam. This book is strictly definitions, while [...] did a better job of providing real life scenarios, so I could connect everything. Regardless, neither resource covered at least 1/4 of the material on the exam, but is still probably one of the better resources out there if used in conjunction with something else. 4 of 4 people found the following review helpful. Meets The Need For Short Review for CLEP By Charles Kinzer The actual written portion of this book is rather short (~60 pages?), but is, for the most part, very well written. The rest of the book consists of sample CLEP exams (which are also available online, but I haven't tried them). The book is unlikely to cover all of the topics of a first course in market that is taught at a top tier university, but I think it probably does cover most of the fundamental marketing principles. I would have liked to see something more comprehensive in subject matter. For those whose primary interest is in passing the CLEP exam, this book should be a pretty straight forward option.

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