

## CIM Coursebook 04/05 Marketing Planning



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\* Co-written by the CIM Senior Examiner for the Marketing Planning module to guide you through the 2004-2005 syllabus \* Each text 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\* Contains sample assessment material written exclusively for this Coursebook by the Senior Examiner, as well as past examination papers to enable you to practise what has been learned and help prepare for the exam

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