



# Successful Marketing Communications (CIM Advanced Certificate Workbook)

*Cathy Ace*

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# Successful Marketing Communications (CIM Advanced Certificate Workbook)

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**Successful Marketing Communications (CIM Advanced Certificate Workbook)** Cathy Ace  
'Successful Marketing Communications' is a comprehensive, introductory text that takes a very practical approach to the subject of marketing communications. The text clearly covers all of the marketing communications content from certificate to advanced level and is ideal for students who need to gain a practical insight into promotional planning and implementation.

Written in plain English and with great web references throughout, the text offers truly practical insights into how to successfully find, brief and manage marketing communications service providers.

The book is backed up by a companion website containing the most up-to-date resources and examples.

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