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'Management Information for Marketing Decisions 2001-2002' is a specifically tailored coursebook for students undertaking the Management Information for Marketing Decisions module of the CIM Advanced Certificate. Butterworth-Heinemann have worked closely with the Education Division of the CIM to ensure that all aspects of the text are up-to-date and correspond to the CIM's

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- a firmly international perspective*
- new material to cover e-*

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what has been learned and help prepare for the exam

2 Delivering customer value through marketing 2012

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