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The latest, fully updated edition of this popular workbook, containing the most recent exam questions and specimen answers from the senior examiner. Marketing Operations has been specifically written for students studying for the Marketing Operations paper in the CIM Advanced Certificate. It is endorsed and recommended by Trevor Watkins, the CIM Chief Examiner. Written to help you pass first time, the text layout is lively and interactive. Each Unit has the same structure to help make learning easier and more consistent. Units contain: * Unit objectives to make planning your time easier * Unit tasks to help you test what youve learnt *practical examples and case studies to relate theory to practice * helpful questions to test your knowledge * where to find out more in case youre stuck * succinct chapter summary * revision tips to get you through the exam. Quotes from users of the first editions: Very good information supported by relevant and appropriate exercises/tasks. Clear, concise - covers syllabus well.

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