

# Marketing Research and Information



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Designed specifically with revision in mind, the "CIM Revision Cards" provide concise, yet fundamental information to assist students in passing the CIM exams as easily as possible. A clear, carefully structured layout aids the learning process and ensures the key points are covered in a succinct and accessible manner. The compact, spiral bound format enables the cards to be carried around easily, the content therefore always being on hand, making them invaluable resources no matter where you are. Features such as diagrams and bulleted lists are used throughout to ensure the key points are displayed as clearly and concisely as possible. Each section begins with a list of learning outcomes and ends with hints and tips, thereby ensuring the content is broken down into manageable concepts and can be easily addressed and memorised. It is updated to reflect changes in the coursebook. It is written specifically for revision purposes therefore only featuring the key concepts that need to be learned. It is carefully designed to enable points to be easily extracted and memorised without clouding them in additional information. It accompanies the "CIM Coursebook" and

MarketingOnline website to provide a complete suite of products to support the CIM qualification.

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