

Sales Promotion And Direct Marketing Law: A Practical Guide
By Philip Circus



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Marketing management - Wikipedia, the free encyclopedia -

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Philip Circus, the UK's leading marketing law Promotional Marketing Law A Practical Guide and Chairman of the CAP Panel on Sales Promotion and Direct

<http://www.promoveritas.com/Blog/Philip-Circus-Joins-PromoVeritas>

Marketing - Wikipedia, the free encyclopedia -

Marketing. For the magazine, see Marketing (magazine). Marketing; Key concepts; Product marketing; Pricing; Distribution; Service; Retail; Brand management; Brand

http://en.m.wikipedia.org/wiki/Marketing_of_schools

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Philip Circus (Author of Sales Promotion Law) -

Philip Circus is the author of Sales Promotion & Direct Marketing Law a Practical Guide (4.00 avg rating, 1 rating, 0 reviews, published 2007) and Sales

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<https://www.scribd.com/doc/154283376/Role-of-Sales-Promotion-on-Fmcg>

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http://www.academia.edu/8310341/CHAPTER_17_Designing_and_Managing_Integrated_Marketing_Communications

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<http://www.slideshare.net/yannahajar/marketing-research-practical-guide>

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Sales promotion is one of the five aspects of the promotional mix. (The other 4 parts of the promotional mix are advertising, personal selling, direct marketing and

http://en.wikipedia.org/wiki/Sales_promotion

Business Strategy/ Marketing Plans and Strategies -

sales promotion, The resulting plans should become a working document which will guide the electronic promotion (e.g.: e-marketing|Web, or direct

https://en.wikibooks.org/wiki/Business_Strategy/Marketing_Plans_and_Strategies

Advertising Codes - Committee of Advertising -

The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing. Download a complete copy of the Code; section-by-section or read it online,

<https://www.cap.org.uk/Advertising-Codes.aspx>

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Brand - Wikipedia, the free encyclopedia -

Direct marketing; Personal sales; Product placement; Propaganda; Publicity; Sales promotion; Sex in advertising; Loyalty marketing; Philip (2004). "Marketing"
http://en.wikipedia.org/wiki/Brand_marketing

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<http://www.tandfonline.com/doi/pdf/10.1080/02642069100000059>

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http://en.wikipedia.org/wiki/Direct_Marketing

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