



## Business Essentials: Marketing and Sales Strategy

By Pippa Riley

Viva Books, 2011. Softcover. Book Condition: New. First edition. Business Essentials range is the ideal learning solution for all students studying for business related qualifications and degrees. The range provides concise and comprehensive coverage of the key areas that are essential to the business students. Qualifications in business are traditionally very demanding. Students therefore need learning resources which go straight to the core of the topics involved, and which build upon students? pre-existing knowledge and experience. Business Essentials range has been designed to meet exactly that need. Viva-BPP Learning Media?s Business Essentials range is the ideal choice for numerous business qualifications. The Course Books offer the perfect learning solution for a multitude of business-related courses. The Course Books lend themselves specifically to: ? use on courses leading to degrees and diplomas in business from a variety of institutions? use as generic texts on a wide range of business-related subjects? background reading and reference material for learners and lecturers alike The Course Books provide concise and comprehensive coverage of all aspects of Business, with these key features: ? A user-friendly format for east navigation ? Chapter introduction and summaries to put the topic into perspective? Plenty of up...



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