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Professional English in Use Marketing 9 1.1 Our (tools / range / support) includes detergent, toilet cleaner and sponges. We use a lot of (advertising / presence / promotional), usually in women's magazines. You can find the brand in supermarkets and local shops. The (tangible / accessibility / process) of our (staff / mix / outlets) is important.

1 The marketing mix 1 - Cambridge University Press

Professional English in Use: Marketing, June 2009 Volume 13, Number 1. Professional English in Use: Marketing. Author:Cate Farrall & Marianne Lindsay (2008) Pub-lisher: Cambridge, UK: Cambridge University Press. Pages ISBN Price. Pp. 144 978-0-521-70269-0 \$30 U.S. The global business climate has driven the necessity for English training in the past two decades (Scott, 1994; Ellis and Johnson, 1994).

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This is usually used by marketing professionals and graphic designers. It is basically a set of do's (things you should do) and don'ts (things you shouldn't do) for presenting the brand in any marketing material. It will include things like: Colors to use; Where and how to use the logo; Acceptable fonts; Types of images; Thickness of borders

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Global Business Speaks English - Harvard Business Review

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