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Professional English in Use Marketing provides specialist vocabulary reference and practice for marketing professionals, as well as business and marketing students. Book Description Professional English in Use Marketing offers comprehensive coverage of key marketing vocabulary, it includes 50 units covering everything from marketing basics and the full marketing mix, through to research, advertising, media and PR.

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and practice for marketing professionals, as well as business and marketing students. Offering comprehensive coverage of key marketing vocabulary, it includes 50 units covering everything from marketing basics and the full marketing mix, through to research, advertising, media and PR.

Professional English in Use Marketing | Cambridge ...

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

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Marketing is an innovative (progressing and developing) field that has its own specialized (specific) vocabulary. You need this vocabulary to brainstorm and discuss ideas for selling products or services. The language in marketing is always changing and developing, which means that there are always new words, phrases and idioms to learn.

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Written for intermediate and upper-intermediate level English learners, though perhaps useful for native English speakers as well, Professional English in Use: Marketing is for people from social, professional or educational arenas who want to develop their marketing vocabulary and improve their content knowledge. As such, this book is a contribution to both workplace and classroom learning.

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Professional English in Use Marketing with Answers ... The Professional English in Use series seems geared much more towards self study than classroom use, but I find this book to be well suited to both. 3 people found this helpful. Helpful. 0 Comment Report abuse

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