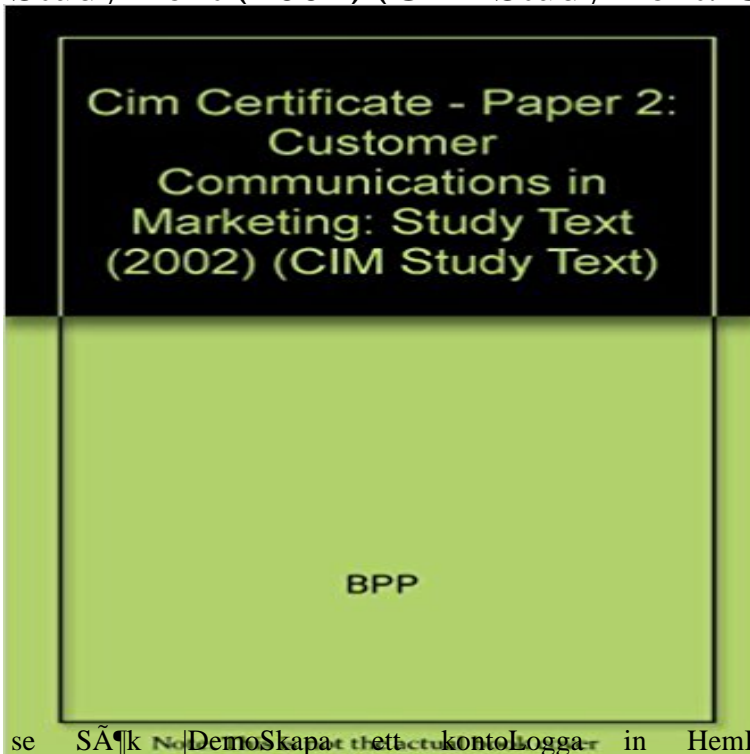


# Cim Certificate - Paper 2: Customer Communications in Marketing: Study Text (2002) (CIM Study Text: Certificate)



BPP liaise closely with the senior examiners to ensure that the study texts contain complete syllabus coverage. This edition has been updated in the light of an in-depth review by the CIM. Features include: CIM syllabus; guidance notes extracts; scene-setting chapter introductions; key concepts; action programmes; chapter round-ups; and marketing at work real-life examples. Increasing numbers of students are taking the continuous assessment route. This edition will be updated for this development with extra material focused on this means of assessment.

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