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# Marketing































# **Canadian Marketing Action**

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Canadian Advertising in Action Keith J. Tuckwell,2002-03 Designed for applied advertising courses in most community colleges and many continuing education departments in universities The Sixth Edition of Canadian Advertising in Action holds true to its original mandate Canadian brief and applied Carefully balancing theory and practice this practical introduction to Canadian advertising focuses primarily on advertising planning Viewed from a Canadian perspective the concepts are presented in the context of corporate planning and marketing planning Students explore the relationships between various advertising plans and learn how these are conceived and developed from initial concept through to finished creative media plans Contemporary Canadian Marketing Cases, 2004 Highly readable and current this Canadian casebook provides marketing students with the opportunity to gain valuable experience in marketing case analysis through active participation and discussions The various activities foster learning through the development of independent thought and creativity and interpersonal communication and decision making skills This text features a broad selection of cases of varying length scope number and difficulty chosen to allow for flexibility While some cases are focused on specific marketing issues others are comprehensive cases that require a complete analysis Detailed teaching notes provide useful suggestions for teaching the material at different levels This collection of 50 cases is drawn from different geographic regions of Canada

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The Enigmatic Realm of Canadian Marketing Action: Unleashing the Language is Inner Magic

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