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Every issue of easyuni is organised in such a way that crucial information is succinctly delivered to you. We are also constantly exploring new mediums to maximise the reach of information to you. That's the main reason easyuni magazine was started; we found that many readers would benefit from this information in this form. We believe this is only logical as we've received an overwhelming response from our readers for the past two issues which has motivated us to bring you even more quality content in subsequent issues. Among the many improvements on easyuni.com is the revamped course recommendation tool - a step closer towards our vision of enhancing students' capacity to make the right decisions about their tertiary education. The new course recommender is aimed at students who are not very certain about what to study, and our intelligent system recommends courses based on the personality and interests of an individual. As for the magazine: we have also listed some of the top universities in Asia that offer the courses covered in this issue along with numerous ways to apply for them. We have what we believe is the best tertiary education advice to help you make better decisions about your future. Every bit of information is helpful in guiding you to reach your higher education goals. We enjoyed getting this magazine out to you, and we believe you'll enjoy reading every page.

This text is based on practical experience of the marketing scene. It reviews the subject from the point of view that it is not concerned solely with promotion but with marketing as a whole, and the operations of marketing personnel at all levels. The book is the culmination of many years of study and practice of the subject, with quotations from, or references to, papers, books, articles and lectures by the author throughout the text. It also looks forward to the great changes which have or will occur, ranging from satellites to the European Single Market. This volume embraces the total span of marketing communications throughout the marketing strategy, and is written for all those involved in marketing, advertising, public relations, and sales promotion. The new syllabus for Marketing Communications published by the Chartered Institute of Marketing is covered in this book, and the text is tailored to the needs of lecturers and students of the Chartered Institute of Marketing Diploma, as well as students of the CAM and LCCI Marketing Paper.

DESCRIPTION OF BOOK This practical sales and marketing book is aimed at both the practitioners and the students. It incorporates both sales and marketing principles and the author's own personal tips gleaned from his many years of sales and marketing work. This book is a "must" for every salesperson and businessman who is keen on improving his sales results, keeping his customers happy and satisfied, and, maintaining customer loyalty. Students taking marketing exams, especially those who have to do case studies, should find this book a boon for there are much practical ideas, and, the sales and marketing principles are presented in a simple style for easy assimilation and quick revision. The book, which is the author's second sales and marketing book, is based on a number of sales and marketing courses which the author has conducted for sales personnel, business practitioners and students. Much practical tips on finance, tax incentives, and, other aids, which would be of interest to the businessman, are found in the Appendix. The author also shares his unique experiences and thoughts with the reader. There is also a chapter on internet-marketing, which is apparently gaining greater importance. Six actual marketing plans, which had been implemented by the author previously, and which contain some trade secrets, are incorporated. Unlike many sales and marketing authors, the author walks his talk - he enjoys selling and has been selling directly to his customers. The book is especially tailored for the busy business executive who has little or no time to attend sales and marketing courses but who wants to acquire the much needed knowledge and insights for getting his business going and flourishing. Busy students sitting for the various sales and marketing exams conducted by the LCCI, the Chartered Institute of Marketing, the polytechnics, the universities, and the other institutions, who are running short of time, should find this simple, practical book useful for quick revision. The book has been adopted as a reference text by two professional bodies and has been commended. ABOUT THE AUTHOR The author has been a salesman and marketer for many years. He has also taught sales and marketing to sales personnel, business people and students for many years. He has published about 20 books, two of which have been adopted as reference texts and commended by professional bodies, and has been the editor of one book. He has also published a number of important papers in research journals and has served on the faculty of an American research university as a professor. He has received publicity from the press for some intellectual achievement.

What is the difference between an academic and professional qualification? Who should get a professional qualification? Did you know that some professions can not be legally practised with a degree alone? Why get a UK qualification? Is it expensive to gain a British qualification? What is a chartered institute or society, and is it better than a non-chartered body? What is the difference between a professional body and a trade union? These are all questions answered in this book which is designed to help individuals choose a career path and the right professional organisation. In today's world it isn't enough to have a qualification, you need to be able to meet with peers and use the valuable networks that are already in place to foster your profession. Your Professional Qualification provides a comprehensive survey of the qualifications available in the UK along with guidance on where they lead, entry requirements, where to apply and where to study. Derived from the vast and authoritative British Qualifications database, this important publication provides the first easily accessible guide to qualifications and how to get them in the UK. Built around a comprehensive directory of professional qualifying bodies each professional area is described in depth and its qualifications identified and explained. The book is supported by a simple website, which ensures purchasers of the book are kept up-to-speed with new developments.

Originally published in 1984. Public relations is a key element necessary for success in all business activities. Although some businessmen see public relations as a separable business function, this book argues convincingly that public relations should really be an integral management function, practised by all managers, all the time. Public Relations for Management Success defines public relations and examines particular techniques, including media relations and areas of concern such as government/parliamentary liaison and issues such as conservation and pollution. It discusses how public relations activities should be planned, staffed, financed and assessed, putting forward principles illustrated by worldwide case studies and examples.