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Anforme

Anforme

3.4.2 The nature and impact of legal controls related to marketing. Legal controls on marketing. Here are a few examples. Misleading promotion - Falsely advertise a product. Weights & measures - Businesses can't sell underweight goods (e.g. chocolate bar containing less chocolate than advertised) Sale of goods - Businesses can't sell products that are faulty or doesn't work like it ...

[IGCSE Business Studies 3.4 Marketing strategy - Thames Notes](#)

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This revised set of resources for Cambridge IGCSE Business Studies syllabus 0450 (and Cambridge O Level Business Studies syllabus 7115) is thoroughly updated for the latest syllabus for first examinations from 2015. Written by experienced teachers, the Coursebook provides comprehensive coverage of the syllabus. Accessible language combined with the clear, visually-stimulating layout makes this an ideal resource for the course. Questions and explanation of key terms reinforce knowledge; different kinds of activities build application, analytical and evaluation skills; case studies contextualise the content making it relevant to the international learner. It provides thorough examination support for both papers with questions at the end of each chapter and an extensive case study at the end of each unit. The CD-ROM contains revision aids, further questions and activities. A Teachers CD-ROM is also available.

Completely updated to match the latest syllabuses, this rigorous student book provides comprehensive coverage along with relevant and up-to-date global examples and case studies. Brian Titley's stretching approach is trusted by teachers around the world to build potential for the Cambridge exams, and students future careers. To support achievement and assessment confidence, comprehensive exam practice is included. Includes access to online content with additional exam-questions, exercises, model answers, and revision tips.

Save valuable time and support your teaching with a selection ready-made resources and an easy-to-use scheme of work.

Cambridge IGCSE Business Studies Revision Guide has been designed specifically to meet the requirements of the Cambridge IGCSE Business Studies syllabus. Cambridge IGCSE Business Studies Revision Guide has been written to help students to make revision as active and effective as possible. It covers everything students need to know to do well in examinations. Along with general advice on how to prepare for examinations, each chapter has the same easy-to-follow structure.

This revised set of resources for Cambridge IGCSE, IGCSE (9-1) and O Level Business Studies syllabuses (0450, 0986, 7115) is thoroughly updated for first examinations from 2020. This coursebook contains exam-style case studies and stimulus material from businesses around the world - ranging from a social enterprise in China to a fast food outlet in Zimbabwe. These give an international view of the real world applications of Business Studies theory. This book provides comprehensive exam support with questions to help students practise and build their confidence with the subject. The final chapter gives revision tips and advice on writing well-structured answers. The answers to the coursebook questions are in the teacher's resource. For free revision support, go to the Cambridge University Press website.

Written by experienced IGCSE Business Studies teachers from around the world, this textbook provides full coverage of the skills and knowledge in Cambridge IGCSE Business Studies 0450 syllabus, for first teaching from 2018 and examination from 2020, to help your students succeed. Exam Board: Cambridge Assessment International Education First teaching: 2018 First exams: 2020 This Student's Book also provides coverage for Cambridge O Level Business Studies 7115 and Cambridge Business Studies (9-1) 0986 syllabuses. This title is endorsed by Cambridge Assessment International Education. * Deliver a course that reflects the modern business world with up to date examples and data.* Put Business Studies in context with engaging, up-to-date, real-life case studies from around the world for every topic.* Enable students to access the syllabus content with a fresh, visual design and language tailored to English as a Second Language learners.* Build students' skills in application, analysis and evaluation with targeted skills activities and skills builders.* Develop students' exam skills with Paper 1 exam-style questions, and Paper 2 exam-style case studies with supporting questions for every section, including some examples from Cambridge past papers.* Encourage students to check their understanding with Knowledge check questions for every topic.* Support students in assessing their grasp of the content through a progression checklist at the end of every chapter.* Improve students' vocabulary and understanding of key terms and concepts with the extensive Glossary. ♦ IGCSE is the registered trademark of Cambridge Assessment International Education.

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