

Section

TN: Match Learning objectives to questions

Author =   
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

Some information should be in a CI  
product

P.10 <sup>use</sup> It double good examples with the other common products  
P.15 On CI - you have room for info on paper  
15-16 for descriptions (Conclude paragraph)

P.19 also put into CI - conclude information

P.8 Questions 2/3 The question is CI  
(They can be covered without reading CI)  
(Conclude question 2 and 3)

Note perform structure

CI: No lead  
No subpoint - could be on clearing decision point  
(with above) - see table needed  
P.2 Table can't be labeled correctly - see table needed  
Get rid of photos (room for 2 more paragraphs)

P.1 - Stats, memo. Action very important

P.3 - Stats, memo. Need no meaning

Comment on country or global market - show one  
What is role of brand in a market? Clearly  
Difference between separate and product branding - add this

Word "statistics" - remove from title  
T.1 + "Data" - remove from title