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### **Marketing Essentials: Student activity workbook answer key ...**

178 Chapter 17 Marketing Essentials Student Activity Workbook 1. A promotion is any form of communication used by a business to inform, persuade, or remind people about its products and improve its public image. 2. A news release refers to any activity designed to create goodwill toward a business. products from it instead of a competitor. 5.

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**CHAPTER 10 Interpersonal Skills - South Lake Marketing 2**

Chapter 4 Global Analysis Section 4.2 The Global Marketplace Real-World Application Global Competition Chapter 4 Marketing Essentials Student Activity Workbook 39 4. How does the agreement affect the price of Australian fruit at your local grocery store? 5. What is a negative effect of free trade agreements?

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2 A n s w e r K e y True/False Short Answer 1. Companies common to most fire departments include (Students should include five of the following): (1) Engine company:An engine company is responsible for securing a water source, deploying handlines, conducting search-and-rescue

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