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Marketing Communications Chris Fill Louisa Osmond Strategies and Practice and co-author, with Karen Fill, of Business-to-Business Marketing: Relationships, Systems and Communications. Louisa Osmond is a Teaching Fellow within the Marketing faculty at Edinburgh Business School and

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Marketing Communications Chris Fill is Principal Lecturer in Marketing and Strategic Management at the University of Portsmouth. He is also the Senior Examiner for the Marketing Communications module offered by the Chartered Institute of Marketing on the Professional Diploma Programme, in addition to being a Fellow of the CIM.

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