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INTERPERSONAL COMMUNICATION

interpersonal communication with family, friends, and strangers alike, face-to-face and online, in person and via our phones Through our personal contacts, we build connections and establish relationships to satisfy our social needs and realize our personal goals As ...

Business Management 1 (BM101) Business Management (BM)

Business Management 1 is an introductory module The objective of this module is not to develop you into a business management expert, but rather to create an introductory awareness and understanding of the business organisation, with its primary business functions as a pivotal entity within the broader business environment system

CHAPTER-BY-CHAPTER ANSWER KEY

353 CHAPTER-BY-CHAPTER ANSWER KEY CHAPTER 1 ANSWERS FOR THE MULTIPLE CHOICE QUESTIONS 1 b The sociological perspective is an approach to understanding human behavior by placing it within its broader social context (4) 2 d Sociologists consider occupation, income, education, gender, age, and race as dimensions of social location(4)

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CHAPTER 2: INTEGRATED MARKETING COMMUNICATION

Marketing is recognised by organisations as an important business function that plays a critical role in their effort to gain a competitive advantage in the market place A number of interconnected basic features of contemporary marketing, namely: customer-centric, communication and long-term relationship focus on customers, as

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