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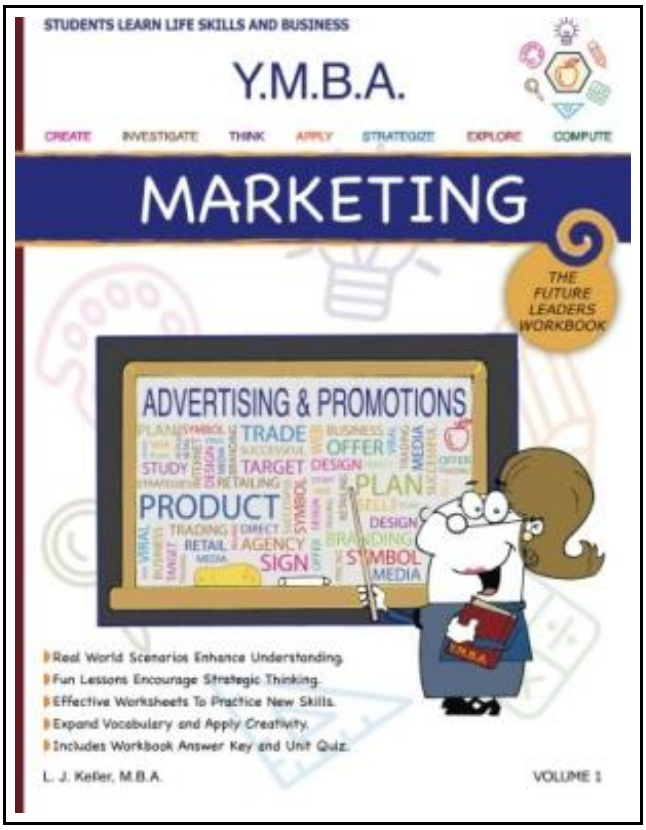

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Createspace, United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.The Marketing workbook is a wonderful introduction to business topics and the YMBA learning program. Students are excited to consider how products are named, how a price is set for market and how goods or services are presented to potential customers. Examples such as pet stores and sports present real-world examples students understand and enjoy. Opportunities to create advertisements and understand budgets are useful for all students in all future career fields or current day personal budgets.Each learning workbook is a combination textbook and workbook based on business topics. Each learning workbook is a combination textbook and workbook based on business topics. The series presents one topic at a time in a detailed and simple to understand format. Ideas are approached and discussed in a variety of styles to capture a students learning style. Business concepts are generally introduced to students at the end of high school or in college. Y.M.B.A. believes students can achieve an understanding of the business world with the use of comprehensive introduction style learning workbooks. Y.M.B.A. topics are discussed using relevant examples based on familiar student scenarios. The worksheet pages, The Drawing Board, provide an opportunity for students to implement the details of the most recent lesson. The worksheets reinforce the lesson as the student applies the learned skills using reasoning and analysis. The pattern of a single page lesson followed by a single page worksheet is consistent throughout each topic. This pattern keeps students engaged and actively learning by seeking on-going student input. Each learning workbook includes an end of book quiz to provide students a chance to demonstrate their enhanced understanding of the subject. As the student completes the learning workbook...

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