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## Page Formatting and Typeface

To accommodate the needs of those with weaker vision, we use LARGER PRINT throughout the book whenever practical. The text in this book was created using Garamond (size 16). A little bit of page resizing, however, may have happened along the actual book printing process.

## The Principles of Marketing Exam

The Principles of Marketing examination has introductory level material on sales & marketing. The focus is on the general concepts and techniques involved in a marketing organization. This book focuses on the more difficult topics that will likely make a difference in exam results. The book is NOT intended to guide you through every single official topic. You should therefore use this book together with other reference books for the best possible preparation outcome.

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