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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 Marketing Education Exam

**WE ARE NOT AFFILIATED WITH PRAXIS OR THE ETS. WE DEVELOP THIS MATERIAL BASED ON OUR OWN UNDERSTANDING OF THE EXAM REQUIREMENTS. THIS MATERIAL IS THEREFORE NOT ENDORSED.** The focus of this book is on those difficult topics that will likely give you a hard time during the 0561 Marketing Education exam. A typical sales & marketing professional often has multiple functions to perform. He has multiple roles, including planner, recruiter, leader, controller, forecaster, analyst, budget manager, and communicator. There are also the responsibilities of hiring, training, coaching, motivating, setting targets, tracking the results, providing sales support, organizing promotion effort, conducting meetings, and allocating scarce resources. In fact, the kinds of topics to encounter in the exam would closely reflect these roles and responsibilities. This ExamFOCUS 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 the official prep books for the best possible preparation outcome.

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