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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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About the Author(s) Chris Fill is the founder and Managing Director of Fillassociates (www.fillassociates.co.uk).The company develops learning materials related to marketing and corporate communications, provides training, evaluation and consultancy for organisations wishing to manage their marketing communications and corporate reputation.

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