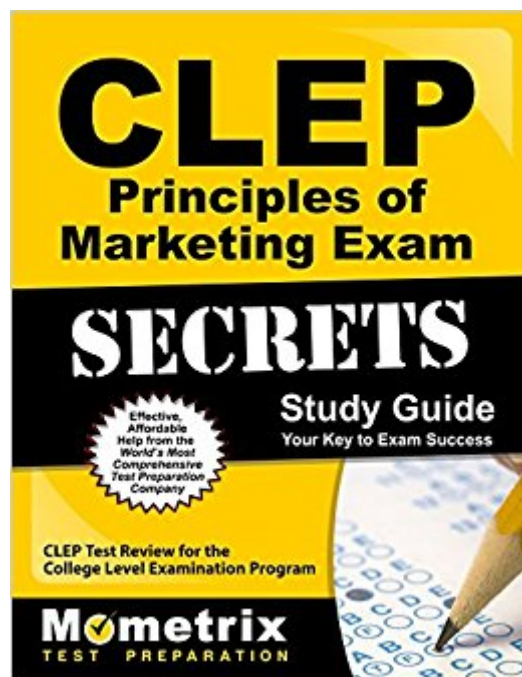




The book was found

CLEP Principles Of Marketing Exam Secrets Study Guide: CLEP Test Review For The College Level Examination Program



Synopsis

Includes Practice Test QuestionsCLEP Principles of Marketing Exam Secrets helps you ace the College Level Examination Program, without weeks and months of endless studying. Our comprehensive CLEP Principles of Marketing Exam Secrets study guide is written by our exam experts, who painstakingly researched every topic and concept that you need to know to ace your test. Our original research reveals specific weaknesses that you can exploit to increase your exam score more than you've ever imagined. CLEP Principles of Marketing Exam Secrets includes: The 5 Secret Keys to CLEP Exam Success: Time is Your Greatest Enemy, Guessing is Not Guesswork, Practice Smarter, Not Harder, Prepare, Don't Procrastinate, Test Yourself; A comprehensive General Strategy review including: Make Predictions, Answer the Question, Benchmark, Valid Information, Avoid Fact Traps, Milk the Question, The Trap of Familiarity, Eliminate Answers, Tough Questions, Brainstorm, Read Carefully, Face Value, Prefixes, Hedge Phrases, Switchback Words, New Information, Time Management, Contextual Clues, Don't Panic, Pace Yourself, Answer Selection, Check Your Work, Beware of Directly Quoted Answers, Slang, Extreme Statements, Answer Choice Families; Along with a complete, in-depth study guide for your specific CLEP exam, and much more...

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Customer Reviews

Our Study Guide for the CLEP Test Is Unlike Any OtherIf you'd like to get the CLEP test score you deserve, to quit worrying about whether your score on the CLEP test is "good enough," and to beat

the test taking game, then this might be the most important message you read this year. Our comprehensive study guide for the CLEP test is written by our CLEP test experts, who painstakingly researched the topics and the concepts that you need to know to do your best on the CLEP test. Our original research into the College Level Examination Program (CLEP), offered by the College Board, reveals the specific content areas and the essential skills that are critical for you to know on the CLEP test. We've taken the information and developed a study guide that is guaranteed to help you be successful on the CLEP test. Regardless of which CLEP test you have to take- you have come to the right place. Here you will find everything you need to know in order to be successful and pass your test. Now, we know you may be skeptical, so let us give you three good reasons we can back up what we claim:

The Three Reasons To Believe What We Say

The First Reason: Our company's name is Mometrix Test Preparation, and we have a team of standardized test researchers who have worked on developing our study guide for the CLEP test. The standards for who gets to work on the team are very strict- we demand the best for our customers, and only those who met our exacting standards made the cut. The dedicated research staff have years of combined experience in mastering the content and skills necessary to succeed on the toughest exams.

The Second Reason: Some academic studies have revealed that test takers do not really benefit from the traditional test preparation process. But we knew there had to be a solution- if test takers were not doing well on the CLEP test despite high intelligence, there had to be a set of secret keys to the test that would open the door of success for these test takers. We believe we have succeeded in finding the secret keys of the exam. What we found was surprising, and in some cases ridiculously simple once explained to the average test taker. We put the findings together in a thorough, concise study guide that we believe allows any test taker, at any skill level, to improve his or her results dramatically with a minimum of effort.

The Third Reason: We created the product in part because we were frustrated by the options available to test takers who really wanted to do well on the CLEP test. A common approach is to TEACH the material, instead of TEACHING THE TEST. That's not necessarily good enough for the CLEP test- you have to know how to apply the knowledge. Most test takers already have a general knowledge of the material that will be covered on the exam. One reason some test takers do well on the day of the test is that they have made the critical connection between the material they learned and how to use the material to succeed on the CLEP test. Our guide addresses the difference between merely knowing the material and knowing how to use the material to perform on test day. You're going to save time, money, and aggravation. You'll learn to avoid the mistakes and the bad strategies that you've been vulnerable to. --Just for starters, here are some ways our product can help your score on the CLEP test... **The Exclusive**

Test Taking TechniquesExplains how the CLEP test time limits are the #1 enemy of most test takers, and what you can do about it- You avoid falling into the many "time traps" built into the test, giving you an immeasurable advantage over those who go into the test unawareShows you super speed methods to get through the questions you know with ease- Saving you time so you concentrate on the hardest questions without rushingGet quick, customized help for the questions you have- just send us a quick email and we'll get back to you promptly with the answer.Keys to questions that "give away" the wrong (or right) answers- You get credit for some of the questions without really even knowing anything about themDetails the EXACT STUDY PLAN for the CLEP test that we believe gives the most results in the least time- No matter if you're studying for a week or a month, you won't waste the precious study time you have on useless activitiesOur researchers are more than just academic theoreticians who understand the technical nature of standardized tests, but are also experts on test taking itself- they reveal the exact skills and the information you'll need to perform under pressure during the test.A systematic analysis and the best breakdown into "plain language" of how to deconstruct and master complex problems- You turn the problems that most of the test takers will stumble over to your advantageLearn why, when, and how to guess to your advantage. Many test takers use exactly the wrong strategy, but you can avoid the pitfalls with the help of our standardized test expertsThe secret keys that "gives away" the right answer a lot of the time- You know the special "flags" and the specific "giveaways" to look forIncludes instructions detailing the best way for you to get started with your preparation efforts so you can begin the path of improving your scores immediatelyThe most efficient and accurate method for picking the right answer- You won't be scratching your head trying to read the mind of the test question writer, but will instead know exactly what to look for to pick the best answerOur quick problem solving method for difficult problems- You speed right through these notorious time-wastersCourteous, unlimited customer service is 100% free- if you need the product emailed to a different address, lose the product, or have any other difficulty- the help you need is just a short email away and our representatives are active 7 days a week helping customersThe research of our team of test experts is 100% independent and originalOur exclusive "calibration strategy" to help you never go too fast OR too slow when answering even the toughest questionsThe 5-step process we've developed, what we call the "phased" approach, concerning the use of the various study aids and practice testsHow the problem of procrastination can kill your chance of success, and the most important thing you can do about itHow to know when you've studied as much as you need to for the exam- and the reason why we think some people should spend LESS time studying for the testThe Top 20 things you should take care of within 24 hours of taking the test- use the list we

provide as a checklist to make sure you've taken care of the "little things" in addition to studying hard

How to predict the right answer before you see the answer choices- and how to prevent the wrong answers from "polluting" your mind and tempting you into a trap designed by the test writers

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Do you know what a "hedge phrase" is? Learn why looking for the key "weasel words" in the question can help identify the correct answer

Why "new information" in the answer choices almost always means that the answer choice is wrong- and the way to avoid this trick planted by the clever test writers

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Test writers will often quote directly from the question in an answer- learn whether this is something you should trust or avoid

Why "extreme statements" in the answer choices are dead giveaways for wrong answers- find out how to detect the subtle differences between reasonable answers and the answers that are almost always wrong

Learn how to group your answer choices into "families" that often narrows down the pool of correct answers- this is a quick way to immediately eliminate one or two of the answer choices and increase your odds of getting the question right

Now, you're probably wondering how and why we can do all the things we claim. Let us explain. Before we go any further, let us clarify what CLEP Exam Secrets is not. It is not a stale rehash of all of the things you have already learned in the past. CLEP Exam Secrets is our exclusive collection of the tips and the information that we have specially selected to give you the best results on the CLEP test for the least time spent studying. It's written in everyday language and is easy to use. We cover the 5 essential skills necessary to do well on the CLEP test, plus a comprehensive review covering your specific CLEP test. Don't take our word for it. Listen to what our customers say about other Mometrix test preparation products.

I purchased the Secrets file, and I just wanted to let you know that I got a 99% on my test. I just want to thank you again, and hope you have continued success in your ventures. Sincerely, Paul L.

My name is Chris. I used the Secrets study guide for five days. The study guide made the test so easy to understand. Like you said this program is worth 100's of dollars. To me 1,000's!! THANKS, Chris G.

I just had to thank you guys for the test prep! I bought the guide as a last minute prep, I mean maybe 5 hours before the test. Like I said, I had ZERO

preparation! I was nervous about the test let alone receiving the score I needed. I read the guide through only once before test time and needless to say, the only way I passed was thanks to your refresher!! Brian Just dropping you a note to let you know that I am completely satisfied with the product. I had already taken the test once and landed in the 75 percentile of those taking it with me. I took the test a second time and used some of your tips and raised my score to the 97 percentile. Thanks for my much improved score. Denise W. I heard about your website from a friend. I am enrolled in a review course, and in hindsight, I wish I wouldn't have taken my review course and instead spent a fraction of the money on your program. Thank you! Zac L. You get at least 10 times your money's worth! --When you consider what's at stake with the exam, we believe the value of our study guide gives you at least ten times your money's worth.

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