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# advanced marketing 2009/10

## EXAM JAN / ESSAY (TAKE HOME)

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Please discuss ...

### ***The value of (marketing) STRATEGIES in liquid times!***

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***Bring your essay together with this form to your exam on Jan 22nd.  
No more than 1000 words (excluding list of references) ! In English!  
Cite every idea you used from a source!***

**Name** \_\_\_\_\_

**Student Number** \_\_\_\_\_

**Your Program** \_\_\_\_\_

**Number of Words:** \_\_\_\_\_

**“I hereby certify that this essay was written by me alone. I provide citations for all direct quotations and paraphrases, for borrowed ideas, and for facts that do not belong to general knowledge”**

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***date // your signature***