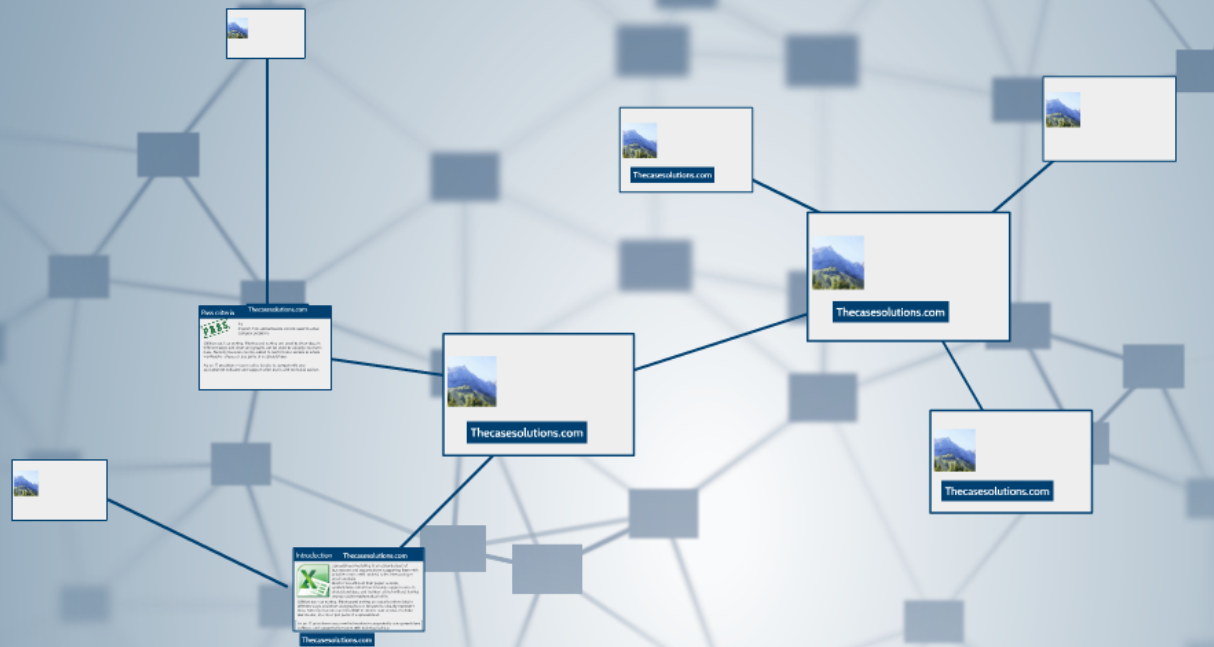


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# The Power of Persuasion: An Exercise in Creating Persuasive Advertising



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# The Power of Persuasion: An Exercise in Creating Persuasive Advertising



Spreadsheet modelling is an essential part of businesses and organisations supporting them with activities from credit control, sales forecasting to stock analysis.

Much more efficient than paper records, spreadsheets inbuilt functionality support users to understand data and number crunch without having any specialist mathematical skills.

Utilities such as sorting, filtering and sorting are used to show data in different ways and chart and graphs can be used to visually represent data. Security features can be added to restrict user access to whole workbooks, sheets or just parts of a spreadsheet.

[ As an IT practitioner you need to be able to competently use spreadsheet software and support other users with technical advice. ]



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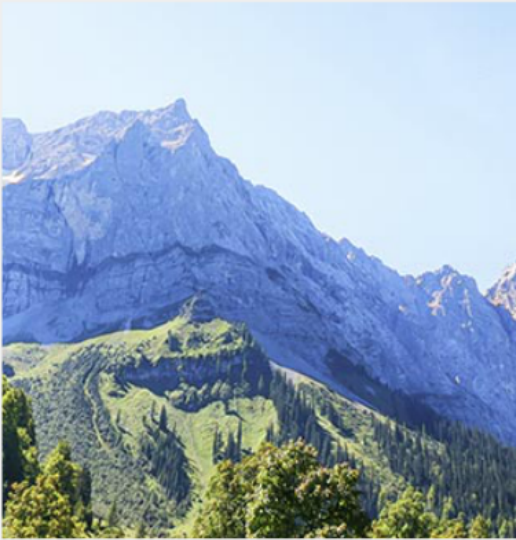
P1

*Explain how spreadsheets can be used to solve complex problems*

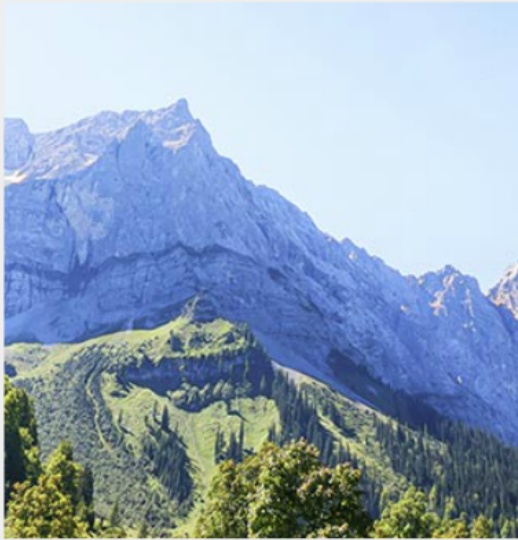
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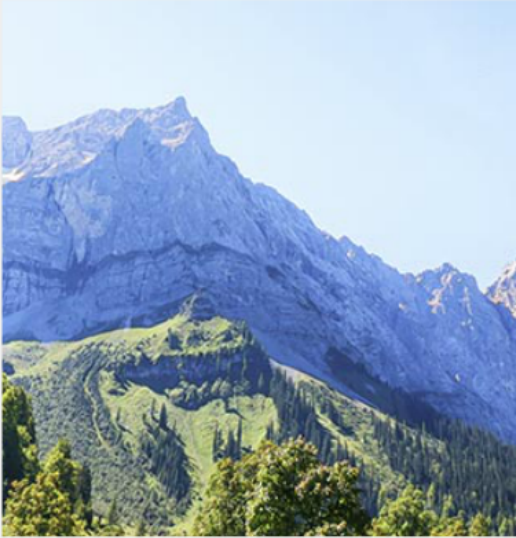




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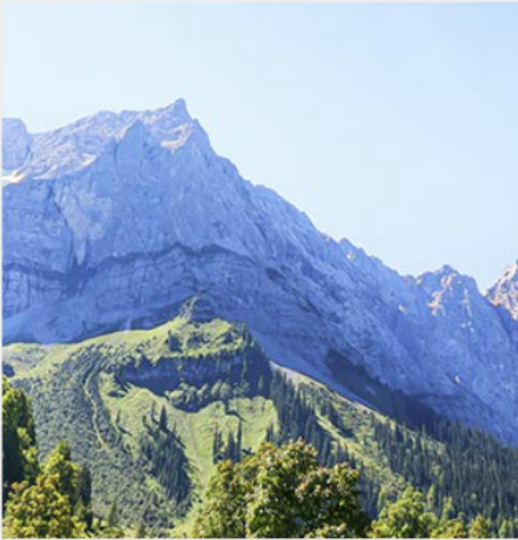


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