



## Addition and Subtraction Age 6-7 (Paperback)

By Alison Oliver

LETTS EDUCATIONAL, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book. The series will be supported by a themed website, including competitions, activities, downloads and offers, to build and retain a fan base. In-store promotional activities and event will establish the series and support sell-through. Further marketing direct to parents and teachers will generate awareness and drive traffic. \* pre-launch mailing to shop managers introducing monster characters and concept\* in-store promotional activities including `create your own monster competitions and events\* dedicated monster website\* direct to parent marketing through websites such as iChild\* motivating tools and activities to be distributed to teachers to generate awareness and interest in parents and pupils.



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