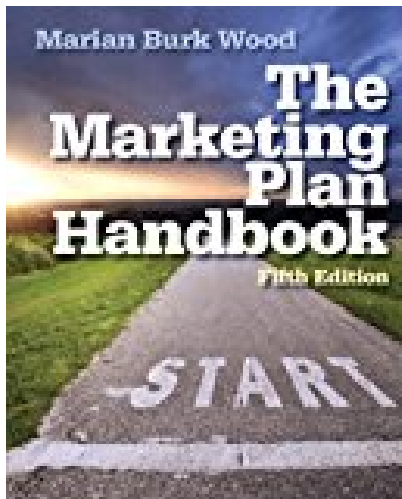


Marketing Plan Handbook 5th Edition



BOOK DETAILS

- Author : Marian Burk Wood
- Pages : 224 Pages
- Publisher : Pearson
- Language : English
- ISBN : 0133078353

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BOOK SYNOPSIS

Features of the fourth edition of The Marketing Plan Handbook include: Your Marketing Plan, Step-by-Step - This new feature guides you through the development of an individualized marketing plan, providing assistance in generating ideas, and challenging you to think critically about the issues. Model of the Marketing Planning Process - A new conceptual model of the planning process serves as an organizing figure for the book. The model helps you visualize the connections between the steps and to focus on the three key outcomes of any marketing plan: to provide value, to build relationships, and to make a difference to stakeholders. Sample Marketing plan - the updated sample plan for the SonicSuperphone, a multimedia, multifunction smartphone, illustrates the content and organization of a typical marketing plan. Practical Planning Tips - Every chapter includes numerous tips that emphasize practical aspects of planning and specific issues to consider when developing a marketing plan. Chapter Checklists - Prepare for planning by answering the questions in each chapters checklist as you create your own marketing plan. There are 10 checklists in all, covering a wide range of steps in the planning.

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