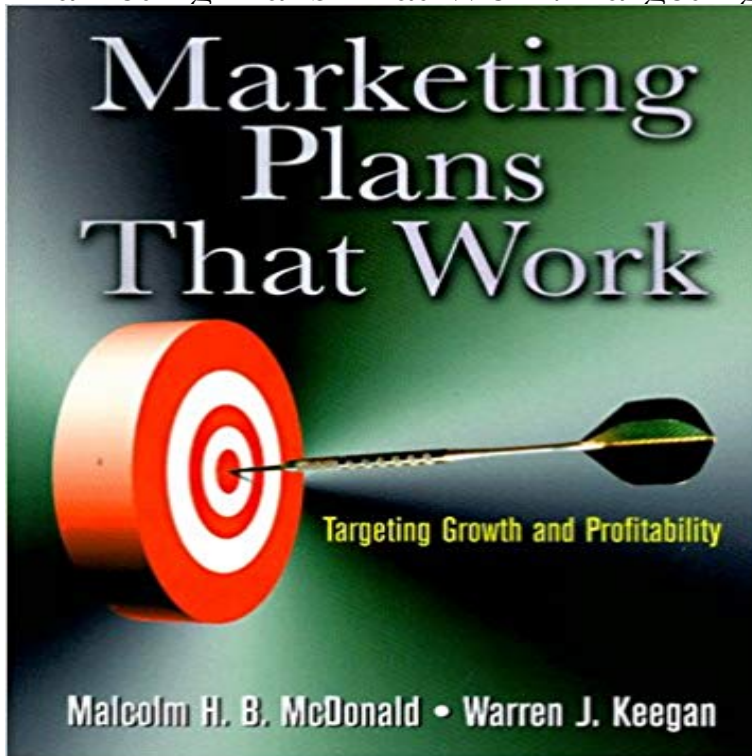


Marketing Plans That Work: Targeting Growth and Profitability



For marketing managers and business executives concerned with profitability and sustained growth of their organizations, Marketing Plans provides a practical and insightful step-by-step guide on how to prepare and use a marketing plan. The whole process of marketing planning from initial assessment of a company's business plan to the steps necessary to ensure a company achieves its profit targets is fully explained. There is also a section which provides a 'this is how you do it' guide to devising your own marketing plan, combining the very best of current practice with the necessary theoretical background. Any book can provide the simple outline for the process of marketing planning. Marketing Plans That Work, Targeting Growth and Profitability goes a step beyond and provides detailed answers to such questions as: When should it be done, how often, by whom, and how?; Is it different in a large and a small company?; Is it different in an international and domestic company?; What is the role of the chief executive?; What is the role of the planning department? Additionally, this text is linked to EXMAR, the software application that allows you to create a marketing plan by answering questions as outlined in the book.

Practical, step-by-step guide to marketing planning. Integrates useful parts of the marketing audit. Dynamic writing team of US professional and respected European marketing authority.

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