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Titolo	Essential guide to marketing planning / / Marian Burk Wood
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Descrizione fisica	1 online resource (xxiii, 299 pages) : illustrations
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Soggetti	Marketing - Planning
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Note generali	"Always Learning"--Cover. Previous edition: 2010.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction to marketing planning today -- Analysing the current situation -- Analysing customers and markets -- Segmenting, targeting and positioning -- Planning direction and objects -- Planning for products and brands -- Planning for pricing -- Planning for channels and logistics -- Planning for communications and influence -- Supporting the marketing mix -- Planning metrics and performance measurement -- Planning implementation and control -- Appendix: Sample marketing plan : Lost Legends Luxury Chocolatier.
Sommario/riassunto	This text takes the reader step-by-step through the process of developing a creative, effective marketing plan for any product. Packed with real-life examples, up-to-date marketing ideas and a detailed sample plan, the author's friendly no-nonsense approach offers practical guidance on how to research, prepare and present a great marketing plan. This text includes examples of marketing in action from well-known organisations, practical exercises to allow the reader

to apply their knowledge and case studies with questions to reinforce understanding of the concepts and strengthen planning skills.