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Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Marketing Planning -- Brief contents -- Contents -- Preface -- Guided tour -- Acknowledgements -- Introducing the running case study: The Eden Garden Tools Company Ltd -- Part 1 Introduction to Marketing Planning -- Marketing and marketing planning -- The Eden Garden Tools Company Ltd -- Objectives -- Introduction -- Marketing as a business philosophy -- Marketing and other business functions -- Relationships in marketing-oriented firms -- Competitive advantage and the management of exchange -- The purpose of marketing planning -- The role of the marketer in planning -- Stages of the marketing planning process -- Content and structure of a marketing plan -- Summary -- The Eden Garden Tools Company Ltd -- Review questions -- Case study: JJB Sports -- References -- Marketing plans and objectives -- The Eden Garden Tools Company Ltd -- Objectives -- Introduction -- Corporate objectives -- Other objectives -- Marketing plans and corporate plans -- Aims and objectives -- Summary -- The Eden Garden Tools Company Ltd -- Review questions -- Case study: Richer Sounds -- References -- Drivers of marketing planning -- The Eden Garden Tools Company Ltd -- Objectives -- Introduction -- Planning and the marketing environment -- The

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Sommario/riassunto

Marketing Planning provides an overview of the essential elements of marketing planning with a particular emphasis on the components of the marketing planning process, whilst highlighting the three core themes of environment, strategy and context. The book features an innovative running case study which follows a company through the entire process of marketing planning, stage by stage and chapter by chapter, finishing with a completed marketing plan.
