

1. Record Nr.	UNINA9910153108203321
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Titolo	The marketing plan handbook / / Marian Burk Wood
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2014] Â©2014
ISBN	1-292-03490-4
Edizione	[Fifth, International edition.]
Descrizione fisica	1 online resource (214 pages) : illustrations
Collana	Always learning
Disciplina	658.802
Soggetti	Marketing - Planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Table of Contents -- 1. Marketing Planning: New Pace, New Possibilities -- 2. Analyzing the Current Situation -- 3. Understanding Markets and Customers -- 4. Segmenting, Targeting, and Positioning -- 5. Planning Direction, Objectives, and Marketing Support -- 6. Developing Product and Brand Strategy -- 7. Developing Channel and Logistics Strategy -- 8. Developing Pricing Strategy -- 9. Developing Marketing Communications and Influence Strategy -- 10. Planning Metrics and Implementation Control -- Index.
Sommario/riassunto	For marketing courses that focus on creating a marketing plan. A step-by-step guide to creating a customized marketing plan. The Marketing Plan Handbook is the only planning handbook to guide readers, step-by-step, through the complete development of a realistic, customized marketing plan.