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Nota di contenuto	part A. The strategy selection process -- part B. Selecting weaponry -- part C. The marketing plan and the marketing audit.
Sommario/riassunto	Examine essential marketing disciplines and weapons!This essential book will show you how to design a strategic marketing plan for any brand, product, service, or business! It explains all of the major marketing disciplines and familiarizes you with the marketing "weapons arsenal." It also teaches you to conduct a marketing audit, provides helpful sample worksheets and forms and includes case examples, a glossary of marketing terms, and appendixes discussing sources of "marketing intelligence" and professional marketing associations.This single volume provides a step-by-ste