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Autore	Blythe Jim
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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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Macro-environmental influences on planning -- Competitor analysis -- Researching the marketing environment -- Summary -- The Eden Garden Tools Company Ltd -- Review questions -- Case study: BAE Systems -- References -- Analysing the internal environment -- The Eden Garden Tools Company Ltd -- Objectives -- Introduction -- Undertaking internal analysis -- Organisational structures and systems -- Assessing marketing productivity -- Resources, competencies and capabilities -- Audit analysis -- Summary -- The Eden Garden Tools Company Ltd -- Review questions -- Case study: Iveco -- References -- Identifying marketing strategies -- The Eden Garden Tools Company Ltd -- Objectives -- Introduction -- The planning gap -- Collaborating with competitors -- Marketing strategy in a recession -- International market entry strategies -- Evaluating strategies through SWOT analysis -- Summary -- The Eden Garden Tools Company Ltd -- Review questions -- Case study: AeroMexico -- References -- Part 3 Marketing Strategy through Segmentation -- Segmentation strategy -- The Eden Garden Tools Company Ltd -- Objectives -- Introduction -- Defining marketing boundaries -- Strategic issues in segmentation -- Strategic evaluation of segments -- Marketing strategies for marketing objectives -- Summary -- The Eden Garden Tools Company Ltd -- Review questions -- Case study: Boutique Caravans -- References -- Segmenting markets -- The Eden Garden Tools Company Ltd -- Objectives -- Introduction -- Segmenting the market -- Segmenting business markets -- The nested approach to segmentation -- Summary -- The Eden Garden Tools Company Ltd -- Review questions -- Case study: BMI -- References -- Targeting -- The Eden Garden Tools Company Ltd -- Objectives -- Introduction -- Assessing segments -- Targeting multiple segments -- Targeting decisions -- Targeting marginal segments.

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study: The Real Seed Catalogue -- References -- Marketing plan for The Eden Garden Tools Company Ltd: 2010-2014 -- Glossary -- Index.

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.

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Titolo

Advisory on EPA's draft technical report entitled Considerations related to post-closure monitoring of uranium in-situ leach/in-situ recovery (ISL/ISR) sites [[electronic resource] /] / [signed] Deborah L. Swackhamer, Bernd Khan

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Altri autori (Persone)

SwackhamerDeborah Liebl
KhanBernd

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