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Nota di contenuto	Preface and acknowledgements -- How to use this book to achieve the best results -- Learning features -- Tutor's guide -- An important note to the reader from the authors -- The marketing planning process and the output -- Understanding the marketing process -- The marketing planning process : the main steps -- The customer and market audit part 1: Understanding markets and market segmentation -- The customer and market audit part 2 : Understanding customer needs and developing value propositions -- The customer and market audit part 3: The product audit -- Setting marketing objectives and strategies -- The major elements of marketing -- The integrated marketing communications plan -- The sales and key account plan -- The multichannel plan : the route to market -- The customer relationship management plan -- The pricing plan -- Marketing plans measurement and implementation -- Implementation issues in marketing planning -- Measuring the effectiveness of marketing planning -- A step-by-step marketing planning system -- Conclusion: guidelines from the authors on world class marketing -- Index.