

1. Record Nr.	UNINA9910820583203321
Autore	Luther William M
Titolo	The marketing plan : how to prepare and implement it // William M. Luther
Pubbl/distr/stampa	New York : , : AMACOM, , 2011
ISBN	1-283-02346-6 9786613023469 0-8144-1694-2
Edizione	[4th ed.]
Descrizione fisica	1 online resource (305 p.)
Disciplina	658.8/02 658.802
Soggetti	Marketing Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgments; Introduction; Chapter 1: The Planning Process; Chapter 2: Marketing Management; Chapter 3: Market Analysis; Chapter 4: Customer Analysis; Chapter 5: Brand Development; Chapter 6: The Product/Service Plan; Chapter 7: Calculating Your Marketing Communications Budget; Chapter 8: Competitive Analysis; Chapter 9: The Advertising Plan; Chapter 10: The Sales Promotion Plan; Chapter 11: The Public Relations Plan; Chapter 12: The Sales Plan: Pricing; Chapter 13: The Sales Plan: Future Sales; Chapter 14: The Customer Service Plan Chapter 15: Maximizing High-Potential AccountsChapter 16: The Internet Plan; Chapter 17: The Research Plan; Chapter 18: Pulling the Plan Together; Appendix A: Marketing Plan Basics; Appendix B: Everything You Need to Know About Working with an Advertising Agency; Index
Sommario/riassunto	The easiest-and best-way you'll ever find to create a marketing plan.