

1. Record Nr.	UNINA9910824599803321
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Titolo	Marketing plans : how to prepare them, how to use them / / Malcolm McDonald, Hugh Wilson
Pubbl/distr/stampa	Chichester, West Sussex, U.K., : Wiley, 2011
ISBN	1-119-20587-5 1-283-37173-1 9786613371737 0-470-67016-9
Edizione	[7th ed.]
Descrizione fisica	1 online resource (591 p.)
Classificazione	BUS058000
Altri autori (Persone)	WilsonHugh <1962->
Disciplina	658.8/02 658.802
Soggetti	Marketing - Management Marketing - Planning
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	Marketing Plans: How to Prepare Them, How to Use Them; Contents; 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; Chapter 1: Understanding the Marketing Process; Chapter 2: The Marketing Planning Process: 1 The Main Steps; Chapter 3: The Marketing Planning Process: 2 Removing the Myths; Chapter 4: Completing the Marketing Audit: 1 The Customer and Market Audit; Chapter 5: Completing the Marketing Audit: 2 The Product Audit; Chapter 6: Setting Marketing Objectives and Strategies Chapter 7: The Integrated Marketing Communications PlanChapter 8: The Sales Plan; Chapter 9: The Pricing Plan; Chapter 10: The Multichannel Plan: The Route to Market; Chapter 11: The Customer Relationship Management Plan; Chapter 12: Implementation Issues in Marketing Planning; Chapter 13: Measuring the Effectiveness of Marketing Planning; Chapter 14: A Step-by-Step Marketing Planning System; Index
Sommario/riassunto	Now in its 7th edition, Marketing Plans is a highly renowned international bestseller. The book has been thoroughly revised, and

every chapter has been carefully updated with special attention to the latest developments in marketing. To accomplish this, Professor Malcolm McDonald has been joined in this edition by Professor Hugh Wilson, a leading expert on CRM and multichannel strategy as well as marketing planning. Major changes to this edition include new chapters based on the very latest research on: Planning for integrated marketing communications and
