



How to Write a Marketing Plan

By John Westwood

Kogan Page/Viva Books Private Limited, 2013. Softcover. Book Condition: New. Description: How to Write a Marketing Plan, 4th edition, simplifies the task of developing a plan for a product or business. Taking a step-by-step approach to the entire process, it will help you to: ? carry out a marketing audit ? set objectives ? devise budgets ? write and implement the plan With help and advice on mobile commerce and online marketing techniques, the book now includes a brand new chapter to help you produce mini-plans to seize new opportunities quickly. How to Write a Marketing Plan is essential reading for anyone who wants to boost their business, sell products or services and learn the techniques of market research. Contents: Chapter 1: Introduction ? What is selling? ? What is marketing? ? What is marketing planning? ? Stages in the preparation of a marketing plan ? Summary Chapter 2: Situation analysis - the marketing audit ? The audit of the marketing environment ? The audit of marketing activity ? The audit of the marketing system ? The marketing environment - market research ? Internal market research ? What is market segmentation ? Information checklist ? How to present the figures...



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