



How to Write a Marketing Plan (Creating Success)

By John Westwood

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A hands-on guide to creating a complete, professional marketing plan for any business

""A 'must-have' educational resource for marketing students, and a valuable refresher course for working professionals."" -- Internet Bookwatch

Well-written marketing plans are based on solid strategy. They identify the most promising business opportunities, provide a coordinated action plan and illustrate how to maintain position in identified markets. John Westwood uses a real marketing plan to walk readers through each step of developing and writing their own plan. With a practical approach, this comprehensive workbook covers each essential step, including: Carrying out a marketing audit; Setting objectives and the strategies to achieve them; Devising budgets; and Writing and implementing the plan.

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Editorial Review

Review

"gives the reader an understanding of the nuts and bolts of a marketing plan and then the tools to turn that knowledge into a profit generating marketing plan." professional marketing

About the Author

John Westwood has held a wide variety of senior sales and marketing positions with several multinational companies, and has since gained valuable experience with Exporting. He has set up and developed distribution networks for various companies in Europe and Scandinavia, the Middle East, Asia and the Pacific and managed distribution operations in the US and Canada. He is also the author of *How to Write a Marketing Plan*, *30 Minutes to Write a Marketing Plan* and *The Marketing Plan Workbook*, all published by Kogan Page.

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The ability that you get from How to Write a Marketing Plan (Creating Success) is a more deep you digging the information that hide inside the words the more you get considering reading it. It doesn't mean that this book is hard to understand but How to Write a Marketing Plan (Creating Success) giving you joy feeling of reading. The article writer conveys their point in particular way that can be understood by anyone who read the item because the author of this e-book is well-known enough. This kind of book also makes your current vocabulary increase well. So it is easy to understand then can go along, both in printed or e-book style are available. We propose you for having this particular How to Write a Marketing Plan (Creating Success) instantly.

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