

<<The Successful Marke>>

图书基本信息

书名：<<The Successful Marketing Plan: A Disciplined and Comprehensive Approach (平装)>>

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内容概要

在线阅读本书

Use this time-tested method to teach students how to develop an effective marketing plan. A disciplined, integrated, and interlocking approach to marketing planning is presented in 10, easy-to-follow steps. Practical worksheets help students define the important issues, determine answers to key questions, and make informed decisions. Students will learn the same planning process that has achieved real results for real companies, from Fortune 500 to entrepreneurial start-ups. Presents a practical and proven approach to creating a successful, target-market-driven plan. Focuses on the key element of any marketing program: planning and preparation. Features a series of worksheets to help students organize and complete their marketing plans. Shows students how each element of the marketing plan is quantifiably integrated in order to meet sales objectives.

A unique "Idea Starters" grid offers over 1,000 different idea combinations to solve a variety of marketing challenges. This actionable resource will spark business-building ideas while students are developing a marketing plan.

The Successful Marketing Plan takes what can seem an overwhelmingly complex process and breaks the task into manageable parts, providing a clear and efficient road map to completing a winning marketing plan.

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