



Essential Guide to Marketing Planning

Marian Burk Wood

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Essential Guide to Marketing Planning 3e takes the reader step-by-step through the process of developing a creative, effective marketing plan for any product. Packed with real-life examples, up-to-date marketing ideas and a detailed sample plan, Marian Burk Wood's friendly no-nonsense approach offers practical guidance on how to research, prepare and present a great marketing plan.

This text includes examples of marketing in action from well-known organisations, practical exercises to allow the reader to apply their knowledge and case studies with questions to reinforce understanding of the concepts and strengthen planning skills.

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