

Marketing Plan - Friends Provident - Jenny Haberer

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Friends Provident plc is the holding company of the Friends Provident Group and is a constituent of the FTSE 100 Index since its demutualization in 2001. This report is a potential marketing plan for Friends Provident Life and Pension Limited (FPLP). Marketing Theory is applied to a real case, as such it proofs a good example of how marketing planning is undertaken in practice. Author: Haberer, Jenny Publisher: GRIN Verlag Illustration: N Language: ENG Title: Marketing Plan - Friends Provident Pages: 00023 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640736256 Category: Business & Economics : Marketing - General

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