

How To Write A Marketing Plan - John Westwood

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How to Write a Marketing Plan, 4th edition, simplifies the task of developing a marketing plan for a product or business. Taking a step-by-step approach to the entire process, from carrying out a marketing audit, setting objectives and devising budgets, to writing and presenting the plan and finally, implementation. With a brand new chapter to help you produce mini-plans and seize new opportunities quickly, it is essential reading for anyone who wants to boost their business, sell products or services and learn the techniques of market research. Author: Westwood, John Publisher: Kogan Page Illustration: N Language: ENG Title: How to Write a Marketing Plan Pages: 00152 (Encrypted EPUB) / 00152 (Encrypted PDF) On Sale: 2013-03-03 SKU-13/ISBN: 9780749467128 Category: Business & Economics : Marketing - General Category: Business & Economics : Careers - General Category: Self-Help : Personal Growth - General

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