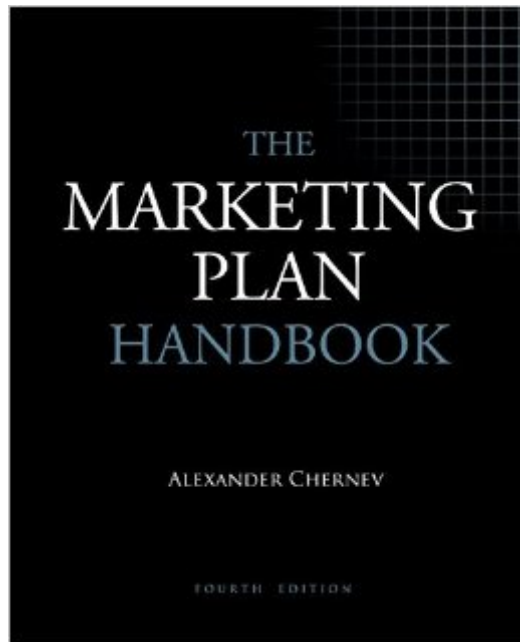


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The Marketing Plan Handbook, 4th Edition



Synopsis

The Marketing Plan Handbook can benefit managers in all types of organizations. For startups and companies considering bringing new products to the market, this book outlines a process for developing a marketing plan to launch a new offering. For established companies with existing portfolios of products, this book presents a structured approach to developing an action plan to manage their offerings and product lines. Whether you manage a small business seeking to formalize the planning process, a startup seeking venture-capital financing, a fast-growth company considering an initial public offering, or a large multinational corporation, you can gain competitive advantage by translating the marketing planning process outlined in this book into a streamlined strategic document that informs your decisions and helps avoid costly missteps.

Book Information

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Customer Reviews

Alexander Chernev has done a masterful job of consolidating a comprehensive marketing resource into a very readable, succinct handbook. This should come as no surprise to those familiar with Dr. Chernev's work. Easily one of my favorite professors at Northwestern, Dr. Chernev has an uncanny ability to distill complex information into a few incisive sentences that crystallizes the essence of a concept. Complete with generous marketing plan samples and innovative frameworks, The Marketing Plan Handbook is a must-have for any serious business professional or MBA student.

Excellent book! I highly recommend it for anyone that is looking into creating a marketing plan. Straight and to the point.

This book is a short but detailed guide to writing compelling marketing plans. The frameworks offered are intuitive and practical. Highly recommended!

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