



Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy

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Malcolm McDonald on Marketing Planning guides readers through the production of a marketing plan made to work in the real world. With the emphasis on practicality, this book covers the essentials of marketing planning and the strategic marketing process. Key content includes: defining markets and segments, setting marketing objectives and strategies, advertising and sales promotion strategies, and price and sales strategies. Test questions at the end of each chapter aid understanding.

Written by an authority on marketing plans, this book is useful for any busy marketing professional who needs a short, sharp revision of their planning skills, or a handy guide to put their plans on the right track.

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