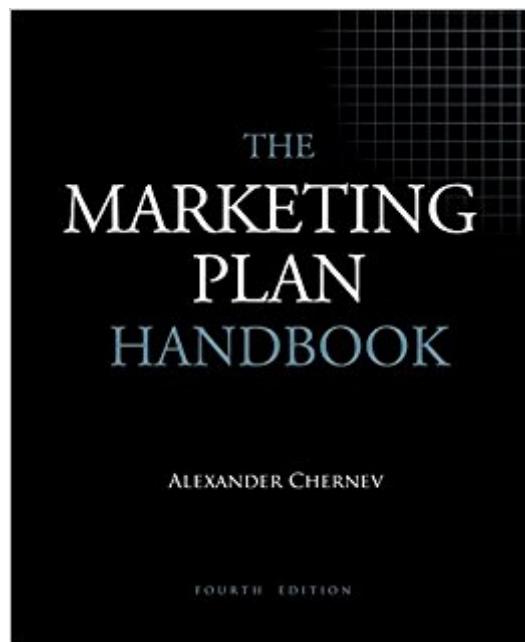


The book was found

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

Paperback: 188 pages

Publisher: Cerebellum Press; 4 edition (November 1, 2014)

Language: English

ISBN-10: 1936572397

ISBN-13: 978-1936572397

Product Dimensions: 7.5 x 0.4 x 9.2 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #110,530 in Books (See Top 100 in Books) #86 inÂ Books > Reference > Encyclopedias & Subject Guides > Business #145 inÂ Books > Textbooks > Business & Finance > Marketing #658 inÂ Books > Business & Money > Education & Reference

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!

[Download to continue reading...](#)

CÃƒÂ mo realizar un buen plan de marketing y no morir en el intento.: GuÃƒÂ-a paso a paso para realizar tu Plan de Marketing. Aprende a realizar anÃƒÂlisis de ... y plan de acciÃƒÂn (Spanish Edition) Como Crear Un Plan De Marketing Eficaz: GuÃƒÂ-a para novatos y expertos para crear un estrategÃƒÂ-a de marketing efectiva (Internet Marketing nÃ 2) (Spanish Edition) Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience.: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2 Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) The Marketing Plan Handbook, 4th Edition Shopper Marketing - La Nueva Estrategia Integrada de Marketing para Conquista del Cliente en el Punto de Venta (Spanish Edition) Descubra los secretos del network marketing: Redes de Mercadeo y Network marketing (Spanish Edition) Marketing de AtracciÃƒÂn y Multinivel por Internet: Construya un Exitoso Negocio de Multinivel, aplicando los Secretos del Marketing de AtracciÃƒÂn a travÃƒÂos del Internet (Spanish Edition) 27 Best Free Internet Marketing Tools And Resources for Cheapskates (Online Business Ideas & Internet Marketing Tips fo Book 1) Youtube Marketing Buddy, The begineers guide to youtube advertising, Use video marketing for your business Instagram Marketing Made (Stupidly) Easy ("Social Media Marketing Made Stupidly Easy" Book 5) Modern Marketing for the Event and Wedding Planner - Simple steps to success for marketing your wedding and event planning business Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom Lean Marketing for Small Law Firms: 100 Free Marketing Strategies for Gen Y Lawyers: Part II: Subtle Shifts that Make a Difference Marketing 911: Ambulance Marketing For The Rest Of Us HCG Diet: HCG Diet Plan: HCG Diet Cookbook with 50 + HCG Diet Recipes and Videos - HCG Diet for Beginners: HCG Diet Plan - Follow HCG Diet Plan (HCG ... HCG Diet for Beginners, HCG Phase 3) War Plan Red: The United States' Secret Plan to Invade Canada and Canada's Secret Plan to Invade the United States WEBSITE ANALYTICS: Week #6 of the 26-Week Digital Marketing Plan

[Edition 3.0]

Contact Us

DMCA

Privacy

FAQ & Help