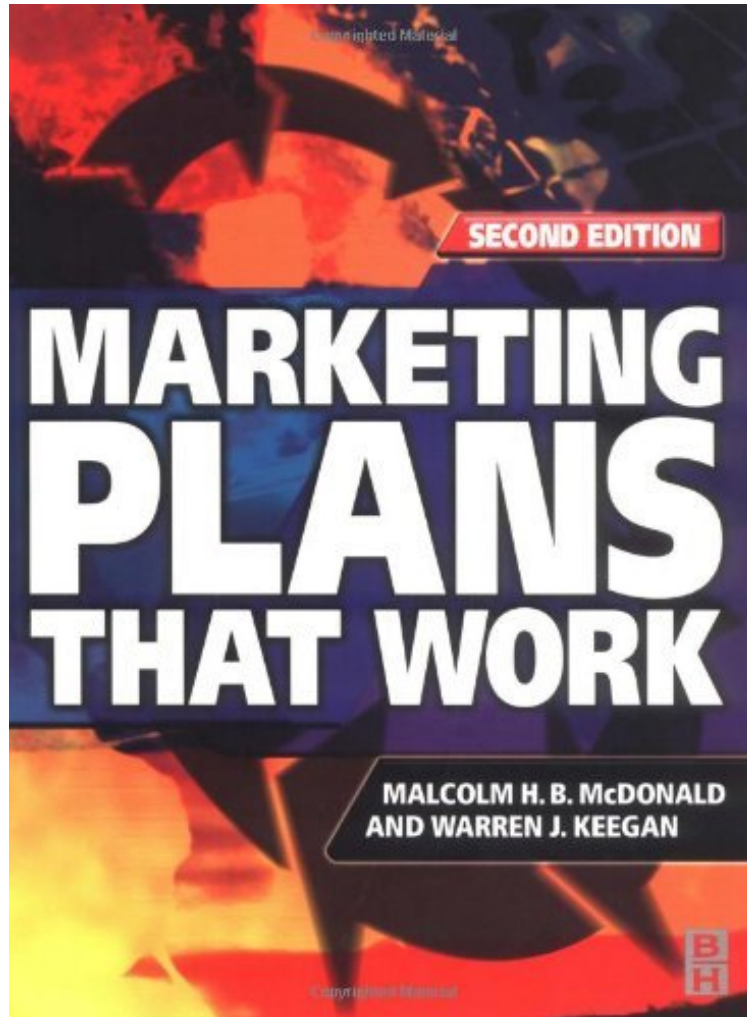


Marketing Plans That Work

Malcolm McDonald, Warren Keegan

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Glynn One of my "must have" handbooks - lots of little tabs for quick references..that's because it's loaded with good stuff.

Marketing Plans That Work, Second Edition, is a practical and insightful step-by-step guide to successfully preparing and executing a marketing plan. The book combines the very best of current practice with necessary theoretical and technical background. This new edition builds on the first edition's success by including new examples, the latest techniques, and new chapters on marketing strategy and e-commerce. It also adds technology to its focus in response to today's need to enhance sustainable competitive advantage. Marketing managers and business executives developing marketing and e-business strategies, especially those integrating new marketing technologies, will profit tremendously from this book.* New edition of a bestseller* Leading-edge strategies for competitive advantage in marketing and e-commerce* Bridges new technologies and innovative marketing techniques

"Addressing the practices of marketing with clarity and insight, this book is one of the best on the topic to come along for some time. The authors provide the novice with a clear overview of what marketing is all about and how vital marketing is to a company's welfare. While the book briefly covers the basics of marketing (e.g., marketing concept and marketing mix, it also deals with more advanced considerations that challenge businesses daily. As the title suggests, this volume takes the reader through the process of market planning. Each of the 14 chapters concentrates on the steps for developing a comprehensive marketing plan, beginning with a careful explanation of how the marketing process impacts business and proceeding to implementation of the plan itself. ...Recommended for lower-division undergraduate through practitioner collections." - Choice of the first edition:"Finally, a book devoted to assisting managers to understand and develop first rate marketing plans." - Philip Kotler, Distinguished Professor of International Marketing, J.L. Kellogg Graduate School of Management
From the Publisher Readers praised the first edition of this book its pragmatic marketing framework and best practices. Now this new edition builds on the first edition's success by including new examples, the latest techniques, and new chapters on marketing strategy and e-commerce. This edition adds technology to its focus in response to today's need to enhance sustainable competitive advantage.
About the Author MA(Oxon), MSc, PhD, D.Litt. FCIM FRSA, until recently was Professor of Marketing and Deputy Director Cranfield School of Management, with special responsibility for E-business. Malcolm is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has an Honorary Doctorate from Bradford University. Malcolm has extensive industrial experience, including a number of years as Marketing Director of Canada Dry. Professor of marketing and international business at Pace University's Lubin School of Business in New York, where he also serves as the director of the Center for Global Business Strategy. Dr. Keegan is the president of Warren Keegan Associates, Inc., a firm that focuses on marketing and global strategic management.