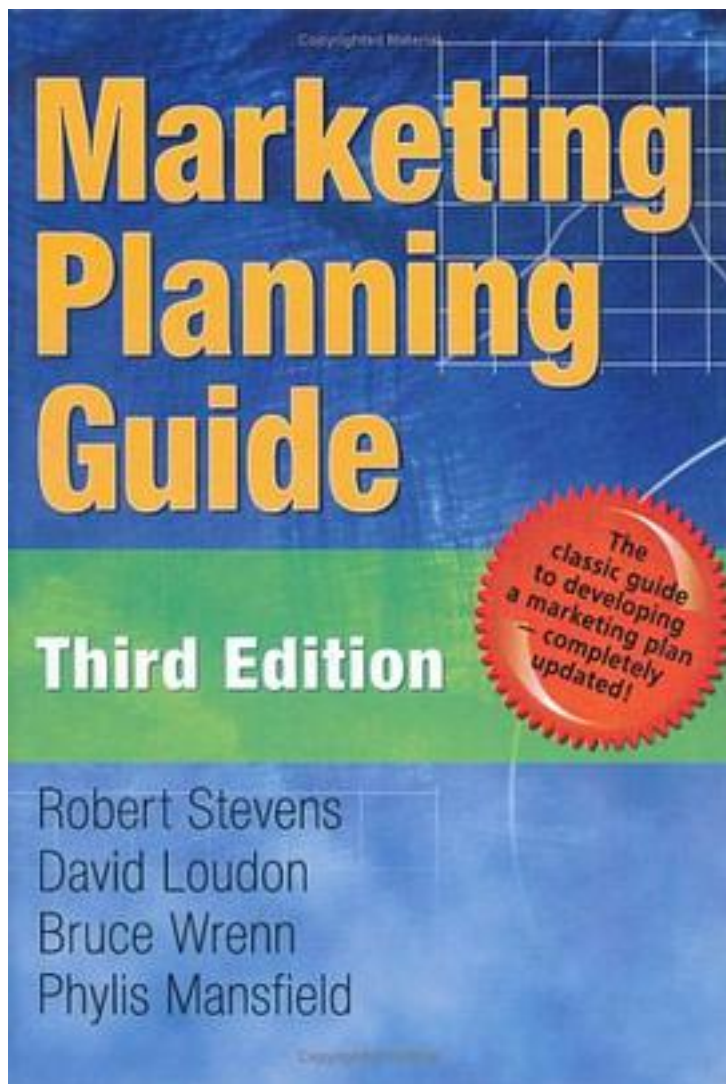


# Marketing Planning Guide



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Marketing Planning Guide is a revised step-by-step guide that provides the tools required to prepare an effective marketing plan for a product, company or service. This classic textbook, now expanded with over 50 pages of new and updated material, contains the solid foundation of knowledge and philosophy of the previous editions while adding essential new information on internet marketing, business ethics and illustrative sample business plan. Worksheets at the end of each chapter provide guidance and assistance in the creation of a marketing plan - once completed, all the worksheets will provide everything required to create a complete marketing strategy. The accompanying instructor's package includes a helpful 150-page manual, over 175 slide transparencies and a detailed sample course syllabus along with a test bank featuring a multiple choice or true-false chapter with answer key.

作者介绍:

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