

Both philosophically sound and practically oriented in its approach, Marketing Planning Guide outlines both principles and applications of the principles to provide a firm understanding of the marketing planning process. A reference for managers who have the responsibility of developing marketing plans for their firms products, small business owners who want to plan their marketing activities, as well as college students who must develop a marketing plan, Marketing Planning Guide covers all aspects of marketing planning, including situation analysis, objectives, strategy, and control. Unlike other books of this type, this volume emphasizes techniques and tools rather than theory. The customer is a primary consideration in this approach - the focal point around which the rest of the planning process revolves. All material has been classroom-tested for readability and comprehension as well as usefulness in preparing a marketing plan as part of a course assignment. To promote the practical orientation of the book, worksheets at the end of the chapters assist in developing a marketing plan.

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