



Essential Guide to Marketing Planning

By Marian Burk Wood

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Essential Guide to Marketing Planning 3e takes the reader step-by-step through the process of developing a creative, effective marketing plan for any product. Packed with real-life examples, up-to-date marketing ideas and a detailed sample plan, Marian Burk Wood's friendly no-nonsense approach offers practical guidance on how to research, prepare and present a great marketing plan.

This text includes examples of marketing in action from well-known organisations, practical exercises to allow the reader to apply their knowledge and case studies with questions to reinforce understanding of the concepts and strengthen planning skills.

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Essential Guide to Marketing Planning By Marian Burk Wood Bibliography

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Editorial Review

From the Back Cover

Wood, Essential Guide to Marketing Planning

Essential Guide to Marketing Planning takes you step-by-step through the process of developing a creative, effective marketing plan for any product. Marian Burk Wood's friendly, no-nonsense approach offers practical guidance on how to research, prepare and present a great marketing plan. Packed with real-life examples, up-to-date marketing ideas and a detailed sample plan, this book is the perfect tool for the marketing planners of tomorrow.

Features

- Every chapter opens with a timely example of marketing in action at a well-known organisation, giving the reader a feel for how planning is used in the working environment.
- Thorough coverage of all the recent developments in marketing, from crowdsourcing, mobile marketing and social media to pop-up shops, showrooming and sustainable marketing.
- Case studies from some of the world's most successful companies (including Nike and Michelin) as well as those rising to rule the markets of tomorrow (such as Google and Uniqlo). Answering the case questions will reinforce understanding of the concepts and strengthen planning skills.
- 'Apply your knowledge' exercises challenge the reader to translate principles into practice by analysing a specific organisation's marketing activities.
- 'Build your own marketing plan' exercises direct the reader through the main steps in preparing a strong, relevant marketing plan and 20 detailed checklists guide students through the marketing planning process.

About the author

Marian Burk Wood, M.B.A., has held vice-presidential level positions in corporate and non-profit marketing with Citibank, JP Morgan Chase and the National Retail Federation. Her popular US book, *The Marketing Plan Handbook*, has introduced marketing planning to thousands of students worldwide. Visit her blog at: <http://essentialmarketingplanning.blogspot.com/>

Users Review

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Roberta Granger:

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William Holmes:

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