

Marketing Plans, Fifth Edition: How to prepare them, how to use them

Malcolm McDonald



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Marketing Plans, Fifth Edition: How to prepare them, how to use them Malcolm McDonald Now in its 5th edition Marketing Plans is a highly renowned international bestseller. The book has been thoroughly revised throughout, and every chapter has been carefully updated with special attention paid to the latest developments in e-marketing, CRM and new planning practices.

Marketing Plans is designed as a total, user friendly learning resource. Careful use of layout and colour ensures the text has maximum clarity, and the list of learning features includes:

* Key Concepts * Crucial Terms * Examples * Headlines * Marketing Insights * Case Studies * Exercises

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