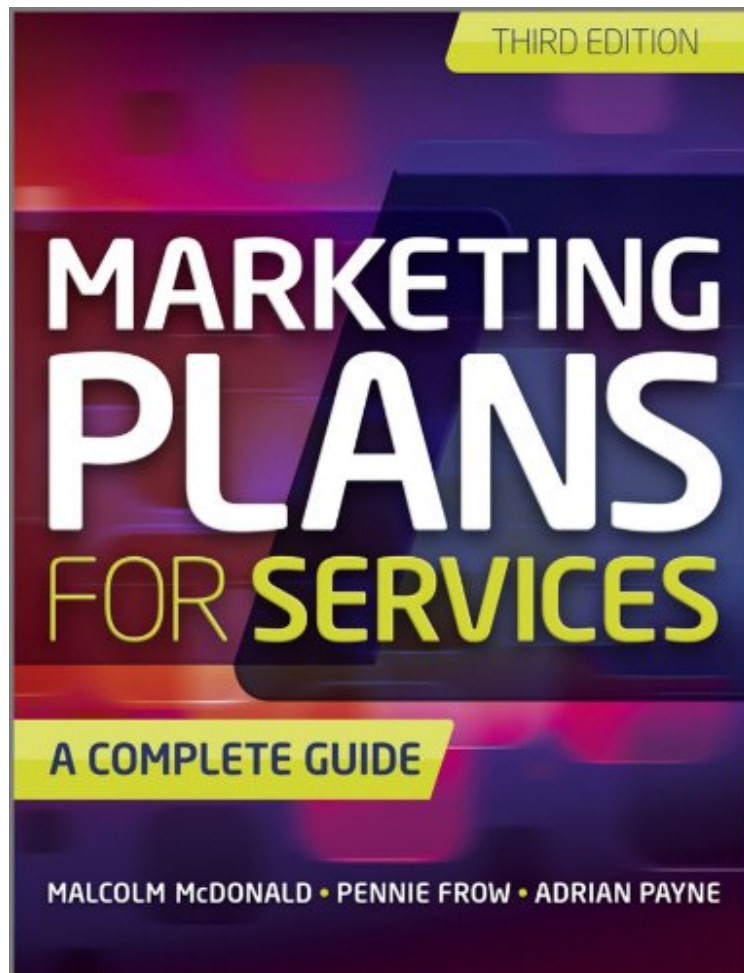


Marketing Plans for Services: A Complete Guide

Malcolm McDonald, Pennie Frow, Adrian Payne
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Malcolm McDonald, Pennie Frow, Adrian Payne : Marketing Plans for Services: A Complete Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Plans for Services: A Complete Guide:

0 of 0 people found the following review helpful. Two StarsBy Jarzaline DuboseGot this book for my class. It's hard to follow.0 of 0 people found the following review helpful. A Comprehensive Guide to MarketingBy Louis De BearAs a business owner and consultant, I was looking forward to receiving this book. It is quite a hefty publication with 512 pages and 13 chapters. The chapters look at all aspects of marketing for services including, defining the marketing process, looking at potential problems of marketing for services, the planning process, monitoring the campaign, resource allocation and measuring the effectiveness of the campaign. Each chapter offers clear practical examples of the ideas and theory, making the explanations clearer and more precise. There is also a glossary of terms and lots of cross referencing throughout the book. It is therefore a comprehensive guide to the entire process of marketing. There are a number of things the buyer of this book must realise before buying it. Firstly it is a book that is focused on large

businesses, who already have a marketing cycle, rather than the small service sector start up's. If you are a small to medium sized businesses the usefulness of this book will be limited. Secondly I think this book is aimed at the already proficient marketer within a large company, as it can be very complex and academic in parts. Finally, I do not think the ideas contained within the book could be implemented in their entirety, as the changes required would be too great for many businesses to follow. So the usefulness of this book is dependant upon the type of service company you are and at what stage of development you are at. From my experience, one of the fundamental issues most businesses have when it comes to marketing is that they confuse marketing with advertising. Errors in advertising can be costly and lead to no great return on money spent. These errors can mean a business spends a great deal of money advertising when effective marketing can bring in far greater results at less cost. This book will help proficient marketers refocus their marketing plan to ensure, if the plan is followed, that every penny spent is justified and utilised to maximise the return, whilst focusing on outcomes and objectives of the campaign. The authors give the reader many useful ideas, but I do feel the whole process as described, would be too complex and cumbersome to adopt in its entirety. It is a good reference book with some clever ideas, but with limited appeal to small and medium sized service sector businesses. For me the information is best utilised as a reference book containing good ideas that all marketers can learn from, rather than trying to implement the process described in its entirety. Recommended but with caution.

0 of 0 people found the following review helpful. A Chunky Marketeer's Buddy! By Sassy Brit Marketing Plans for Services: A Complete Guide By: Adrian Payne, Malcolm McDonald, Pennie Frow Authors and experts in their field, Adrian Payne, Malcolm McDonald and Pennie Frow set out to teach how to create a competitive advantage through the use of marketing plans for service businesses and other service organisations. In this complete guide, they focus on how marketing plans should be developed, the planning process, theory, techniques and research and how businesses can use a new approach with this unique step-by-step teaching system. Marketing plans are not a once-a-year issue and there is a difference between operational and strategic plans! In each chapter they highlight the difference between the "process" of marketing planning and the "output" of this process with clear objectives and examples, which are both detailed and easy to understand. Also included are the inevitable glossary of terms, references and index you get with books of this size. And at 495 pages long it's a chunky marketer's buddy with more expert advice than you can shake a stick at. I loved it. There's no hiding the fact that marketing plans are a challenge, yet they are proven to increase your success rate and produce a higher ROI, whilst minimising the unexpected and conflicts, purely because one is forced to think ahead and work out exactly what is needed within a certain time frame and hence spot possible problems before they arise. Besides, any marketing plan you make is always going to give you a marked improvement over no plan at all, and with these authors' tried and tested methods at hand failure is not an option!

Marketing Plans for Services, Third Edition is written in a pragmatic, action-orientated style and each chapter has examples of marketing planning in practice. The authors highlight key misunderstandings about marketing and the nature of services and relationship marketing. The marketer is taken step-by-step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning. Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered. The world renowned authors also tackle key organizational aspects relating to marketing planning which can have a profound impact on its ultimate effectiveness. These include: marketing intelligence systems; market research; organization development stages; marketing orientation. Marketing Plans for Services is for marketers in the service sector and students of marketing. Marketing Plans for Services is clearly the premier text in the field. From an explanation of why services are driving all marketing activities to measuring the results, and all things in between, this new and updated text explains why and how services are the key elements for most all 21st century organizations. Follow the masters of service marketing to marketplace success. Professor Don Schultz, Northwestern University McDonald, Frow and Payne have worked extensively with a wide range of service businesses across the globe in successfully realising their growth opportunities. This experience shows in this practical text which contains all one needs to know in developing and implementing successful marketing plans for service organizations. This book represents a tested roadmap for planning services marketing success and combines an excellent balance of key concepts, frameworks and tools with practical advice. Their proven step-by-step marketing planning system for services and the examples of marketing plans make this a must have book that should be on the desk of any forward-thinking services marketer. Mark Veyret, Global Business Development Leader, PricewaterhouseCoopers Marketing planning is crucial today where increased competition, complexity and the internet forces you to redefine your marketing strategy and focus more clearly on what is required to achieve improved results. If not, you will not succeed in meeting these challenges. McDonald, Frow and Payne are internationally recognized authorities in marketing planning and services marketing. Based on their extensive experience across in helping organizations from a wide range of service sectors, this book gives you the practical how skills to successfully implement strategic marketing plans. Bob Barker, Vice President of Corporate Marketing and Digital Engagement, Alterian

From the Inside Flap Marketing Plans for Services, Third Edition is written in a pragmatic, action-orientated style and each chapter has examples of marketing planning in practice. The authors highlight key misunderstandings about marketing and the nature of services and relationship marketing. The marketer is taken step-by-step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning. Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered. The world renowned authors also tackle key organizational aspects relating to marketing planning which can have a profound impact on its ultimate effectiveness. These include: marketing intelligence systems; market research; organization development stages; marketing orientation. Marketing Planning for Services is for marketers in the service sector and students of marketing.

From the Back Cover Marketing Plans for Services, Third Edition is based on the successful Marketing Planning for Service Businesses, which has been completely overhauled, updated and revised to give a new and authoritative guide to the challenge of creating marketing plans that produce significantly improved bottom-line results. With revised cases and new content covering gap analysis, market mapping, CRM and integrated marketing communications, including digital marketing and social media, it will be an essential guide for professional marketers in the service sector as well as upper level students.

About the Author Malcolm McDonald, MA(Oxon), MSc, PhD, D.Litt. FCIM FRSA, author of 43 books, until recently was Professor of Marketing and Deputy Director of Cranfield School of Management. 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. He is Emeritus Professor of Marketing at Cranfield and is a Visiting Professor at Henley, Warwick, Aston and Bradford Business Schools. Pennie Frow, PhD MBA BSc (Hons) Psych DipM FCIM, is Associate Professor of Marketing in the Discipline of Marketing at the University of Sydney. Previously she was a Senior Consultant in the Cranfield Marketing Planning Centre and a Visiting Fellow at Cranfield School of Management. Before joining Academia, she was Chief Marketing Officer of a major British charity and Managing Director of a US distribution company. Her publications have appeared in many academic publications including the Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Business Research, Industrial Marketing Management and the Journal of Marketing Management. Adrian Payne, PhD MSc MEd FRMIT FCIM FHEA, is Professor of Marketing at the Australian School of Business at the University of New South Wales, Australia and Visiting Professor at Cranfield School of Management. Previously he was Professor of Services Relationship Marketing and Director of the Centre for CRM at Cranfield. His industry experience includes positions as Chief Executive for a manufacturing company and senior appointments in strategic planning and marketing. His many books and articles include contributions in the Journal of Marketing, Journal of the Academy of Marketing Science and the Journal of Business Research.