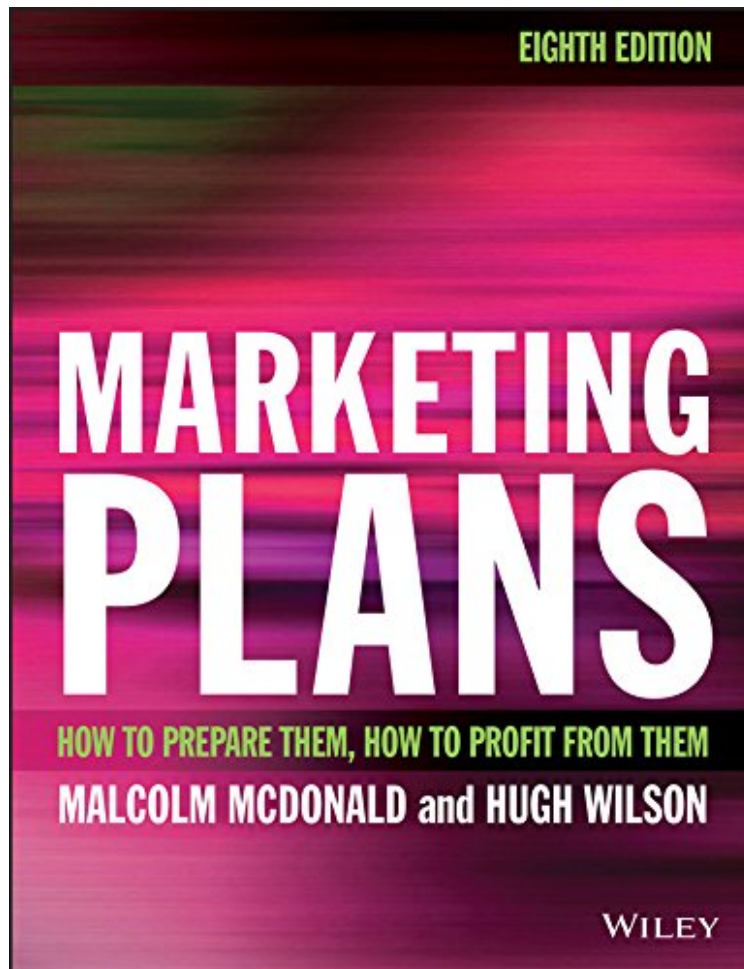


(Library ebook) Marketing Plans: How to prepare them, how to profit from them

Marketing Plans: How to prepare them, how to profit from them

Malcolm McDonald, Hugh Wilson

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Malcolm McDonald, Hugh Wilson : Marketing Plans: How to prepare them, how to profit from them before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Plans: How to prepare them, how to profit from them:

A fully revised and updated 8th edition of the highly renowned international bestseller The 8th edition of this highly acclaimed bestseller is thoroughly revised with every chapter having been updated with special attention to the latest developments in marketing. Marketing Plans is designed as a tool and a user-friendly learning resource. Every point illustrated by powerful practical examples and made actionable through simple, step-by-step templates and exercises. The book is established as essential reading for all serious professional marketers and students of marketing, from undergraduate and postgraduate to professional courses for bodies such as CIM. Above all it provides a practical, hands-on guide to implementing every single concept included in the text. New chapters

and content include: A 'Does it Work' feature throughout demonstrating examples of real successes using the processes in the book. More substantial coverage of consumer behaviour to balance the book's focus with B2B planning. Digital techniques and practices brought fully up to date. Also includes a comprehensive online 'Tutor's Guide and Market2Win Simulator for those who teach marketing strategy

From the Inside Flap

MARKETING PLANS Eighth Edition is packed with full pedagogical features: **Summary:** Each chapter begins with bullet points which highlight the main features and learning to be covered. **Key Concepts:** Principal marketing ideas and themes are highlighted as snapshots throughout the text. **Crucial Terms:** Concise definitions of important terms and vocabulary are provided in the margin to allow for a smoother, easier reading of the text. **Examples:** These provide additional illustrative marketing accounts to contextualize learning. **Marketing Insights:** Real-life marketing anecdotes contextualize learning. **Headlines:** Highlights taken from the text as marginalized notes bring important points to the attention of the reader. **Case Studies:** In-depth studies of marketing experiences show how the theories work in real-world companies. **Application Questions:** These appear at the end of each chapter and relate the theory to practice by asking the reader to apply the theory to real-life situations. **Chapter :** This condenses the main themes of the chapter and directs the reader to relevant exercises for each topic for them to try. **Exercises:** These appear at the end of each chapter and are preceded by a brief introduction which informs the reader of the issues and concepts they will find within each exercise. Each exercise helps the reader to translate the theory into practice and reinforces the learning gained from each chapter. Many exercises also end with an 'interpretation' to guide the reader in their workings. **Simulation Practice:** Market2Win is a strategic marketing game that allows the reader to practice the key tools learnt from the book and compete against other marketers. At the end of each chapter new exercises are provided that are linked to the game. **Tutor and Student Support:** Tutor and student support sites for using Marketing Plans 8th Edition for teaching and learning can be found at: www.marketingplansbook.com

From the Back Cover

Now in its 8th edition, Marketing Plans is a highly renowned international bestseller. The book has been thoroughly revised, and every chapter has been carefully updated with special attention to the latest developments in marketing. Major changes to this edition include new chapters based on the very latest research on: Understanding needs and developing value propositions The accelerative impact of digital Marketing planning experiences from the real world. Written by two former directors of multinational companies Marketing Plans is designed as a tool and a user-friendly learning resource. Every point is illustrated by powerful practical examples and made actionable through simple, step-by-step templates and exercises. The book is established as essential reading for all serious professional marketers and students of marketing, from undergraduate and postgraduate to professional courses for bodies such as The Chartered Institute of Marketing. Above all it provides a practical, hands-on guide to implementing every single concept included in the text. For the 8th edition, the authors have teamed up with Market2Win to give you the opportunity to practice the key tools from the book through a strategic marketing game. Market2Win simulations test your skills against other marketers and have been played by thousands of students and executives. At the end of each chapter you will see new exercises that are linked to the game. To find out more, go to www.market2win.com/mp. 'It is clearly and powerfully written and is probably the best book on the theory and practice of marketing planning ever written. It is a best-seller in Europe and I strongly recommend the book to anyone with an interest in marketing planning.'

—WARREN J. KEEGAN, Professor of International Business and Marketing Director, Institute for Global Business Strategy, Pace University, New York 'I am extremely impressed by the step-by-step lucidity of what is presented.'

—DR D. H. EATON, North Carolina University 'A book reaching the quantities sold of Marketing Plans must be a book that is really used. It is not difficult to see why. Malcolm McDonald and Hugh Wilson write about what to do in marketing and how to do it. Unlike many academic marketing writers, they will never let you forget that marketing ends with 'ing.'

—KENNETH SIMMONDS, Professor of Marketing and International Business, London Business School 'Malcolm McDonald and Hugh Wilson are clearly two of the most respected Professors of Marketing in Europe and authors of a number of outstanding books. The fact that Marketing Plans has been such a massive seller offers testimony of this. McDonald and Wilson write with clarity and insight that is becoming increasingly rare today. It is powerful, up to date and has proved that it works. I recommend it to you!'

—JOHN D. RYANS, Jr, Bridgestone Professor of International and Professor of International Marketing, Kent State University, Ohio

About the Author

MALCOLM MCDONALD MA(Oxon), MSc PhD DLitt DSc Until 2003, Malcolm was Professor of Marketing and Deputy Director of Cranfield University School of Management, with special responsibility for E-Business. He 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 a Doctorate from Bradford University and from the Plekhanov University of Economics in Moscow. He has extensive industrial experience, including a number of years as Marketing and Sales Director of Canada Dry. Until the end of 2012, he spent seven years as Chairman of Brand Finance plc. He spends much of his time working with the operating boards of the world's biggest multinational companies, such as IBM, Xerox, BP and the like, in most countries in the world, including Japan, USA, Europe, South America, ASEAN and Australasia. He has written forty six books, including the best seller Marketing Plans: how to prepare them; how to use them, which has sold over half a

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