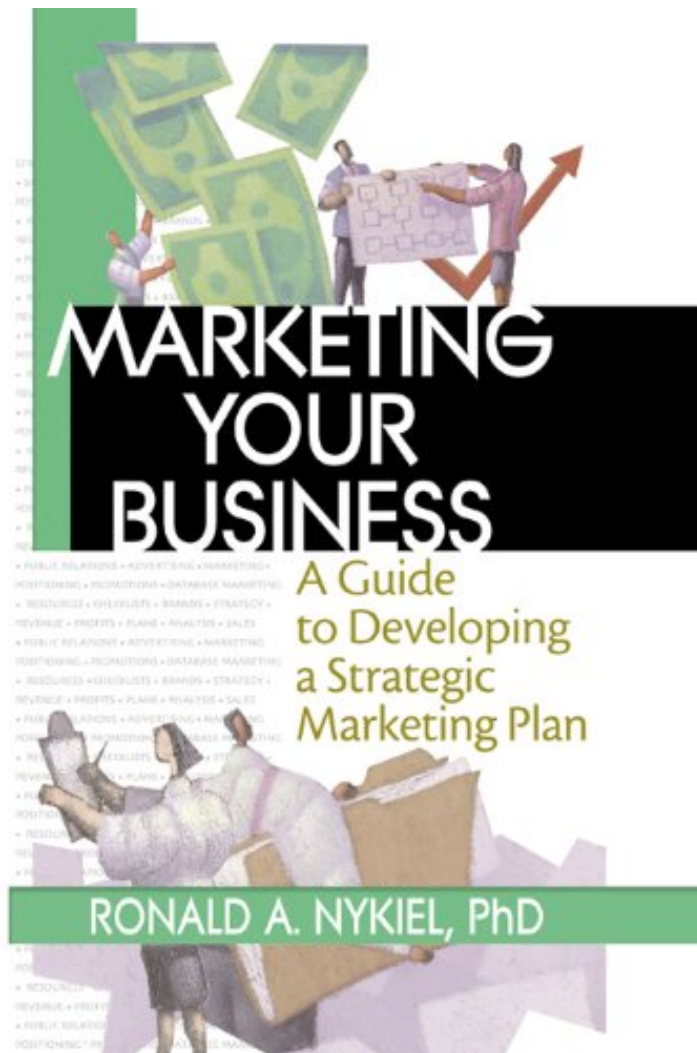


Marketing Your Business: A Guide to Developing a Strategic Marketing Plan

Robert E Stevens, David L Loudon, Ronald A Nykiel
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AdvertisingChapter 5: Public RelationsChapter 6: PromotionsChapter 7: MerchandisingChapter 8: Database MarketingChapter 9: Electronic MarketingChapter 10: PackagingChapter 11: BrandingChapter 12: PricingChapter 13: SalesChapter 14: Customer ServiceChapter 15: Crisis ManagementChapter 16: Marketing and the LawChapter 17: Marketing BudgetPart C: The Marketing Plan and the Marketing AuditChapter 18: The Strategic Marketing PlanChapter 19: The Complete Marketing Audit1 of 1 people found the following review helpful. Marketing Your Business - A Guide to Developing a StrategicBy Joav MerrickMarketing Your Business is not a simple book. Rather, it is a compendium of all, or nearly all, the best-known marketing activities, techniques and consulting models. It could be used as a textbook for a college introductory course, as a do-it-yourself primer on marketing "from ground zero" or as a review and checklist for a consultant undertaking a strategic marketing engagement. It is equally adept for all those purposes.The strength of the book is its breadth and completeness. Unfortunately, this means it loses any higher-level perspectives. Consider, for comparison's sake, the Brand Gap: How to Bridge the Distance Between Business Strategy and Design by Marty Neumeier. That book is the polar opposite - it has little detail, just very-high level perspectives to raise readers' understanding of branding strategies. The other book's key value is its insightful theories and observations. But to understand these insights and theories, the reader must be well versed in basic marketing techniques.The choice is the reader's. For the beginner, for the student, or for someone needing a "check for completeness", such as a marketing consultant or marketing manager, Marketing Your Business is the ideal tome for your in-the-office library. It is best used as a reference work, rather than being read from cover to cover or it can be used as a study guide over a period of weeks or months.For the right reader with the right needs, this is an excellent addition to their business library.Richard P TritterSelf-Assessment Practice LeaderBat Yam, Israel0 of 0 people found the following review helpful. Detailed and PlannedBy Real Estate GeekFinally a true marketing strategy book. If you want to know what the pros know, this is the book. Whether you are starting a new company, planning an event, or working as a consultant, the book provides clear checklists and samples, that make it a real resource to any business library.

Examine essential marketing disciplines and weapons!This essential book will show you how to design a strategic marketing plan for any brand, product, service, or business! It explains all of the major marketing disciplines and familiarizes you with the marketing "weapons arsenal." It also teaches you to conduct a marketing audit, provides helpful sample worksheets and forms and includes case examples, a glossary of marketing terms, and appendixes discussing sources of "marketing intelligence" and professional marketing associations.This single volume provides a step-by-step process (with short, clear examples) of how to develop a custom plan to fit any business. In addition, it defines all of the business terms you'll find inside and lists additional resources to draw upon. With Marketing Your Business: A Guide to Developing a Strategic Marketing Plan, you will explore: the process of selecting the right strategy by defining your business strategy, assessing the most relevant focal points, and choosing the marketing strategy that will work best for you the arsenal of current marketing weaponry--advertising, budgeting, promotions, pricing, sales, database marketing, public relations, packaging, legal issues, and more! the nature of strategic marketing plans-competitive and environmental assessments, mission statements, slogans, budgeting, goals and objectives, etc. key checklists and 13 sample work forms that will help you formulate your plan and much more!Ideal for use by educators and students as well as businesspeople, Marketing Your Business brings together everything you need to know to develop an effective strategic marketing plan and put it into action!