



How to Write a Marketing Plan (Creating Success)

John Westwood

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How to Write a Marketing Plan (Creating Success) John Westwood

A hands-on guide to creating a complete, professional marketing plan for any business

""A 'must-have' educational resource for marketing students, and a valuable refresher course for working professionals."" -- Internet Bookwatch

Well-written marketing plans are based on solid strategy. They identify the most promising business opportunities, provide a coordinated action plan and illustrate how to maintain position in identified markets. John Westwood uses a real marketing plan to walk readers through each step of developing and writing their own plan. With a practical approach, this comprehensive workbook covers each essential step, including: Carrying out a marketing audit; Setting objectives and the strategies to achieve them; Devising budgets; and Writing and implementing the plan.

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