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Brilliant Marketing Plans: What to know and do to make a successful plan (Brilliant (Prentice Hall))

Ian Linton

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Provides a practical and project-based approach so you can put marketing plans into action quickly and effectively.

Following a brief overview of the planning process, each chapter provides a self-contained guide to planning a specific marketing task, the range of plans included cover the most common challenges facing marketing teams in both consumer and business-to-business sectors.

Includes templates and worked up marketing plans and is rigorous and thorough – equipping you with plans that really work.

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