



How to Write a Marketing Plan (Creating Success)

John Westwood

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A good marketing plan is at the core of every successful business, but it is often difficult to know how create a plan that is workable and will deliver the required results.

How to Write a Marketing Plan, 4th edition, simplifies the task of developing a marketing plan for a product or business. Taking a step by step approach to the entire process, from carrying out a marketing audit, setting objectives and devising budgets, to writing and presenting the plan and finally, implementation.

This new edition includes new features such as chapter summaries and tips on how to present a marketing plan effectively, as well as new information about mobile commerce in marketing and a brand new chapter to help produce mini plans and seize new opportunities quickly. John Westwood provides a clear, effective and up to date approach to creating and implementing a marketing plan.

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