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How to Write a Successful Marketing Plan: A Disciplined and Comprehensive Approach

Roman G. Hiebing, Scott W. Cooper

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How to Write a Successful Marketing Plan is the definitive planning resource. It explains clearly, simply, and pragmatically how to prepare a marketing plan in a disciplined and comprehensive manner. It can be used as a planning guide by the inexperienced marketer and as a reference piece on planning by the experienced marketer. Insights into the planning process learned from thousands of practitioner, teaching and consulting hours are reflected in this edition's new chapters on setting communication goals, executing the plan, market research, and testing. In addition, each chapter has been expanded, resulting in 50% more "how to" information in this second edition. Valuable appendices offer even more information, ideas, worksheets, and sound thinking than ever before.

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