

The book was found

Marketing Plan Handbook (5th Edition)



Synopsis

Directed primarily toward undergraduate Marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. The Marketing Plan Handbook is the only planning handbook to guide readers, step-by-step, through the complete development of a realistic, customized marketing plan.

Book Information

Paperback: 224 pages

Publisher: Pearson; 5 edition (December 31, 2012)

Language: English

ISBN-10: 0133078353

ISBN-13: 978-0133078350

Product Dimensions: 7.3 x 0.6 x 8.9 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 24 customer reviews

Best Sellers Rank: #25,773 in Books (See Top 100 in Books) #100 in Books > Textbooks > Business & Finance > Marketing #271 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

Marian Burk Wood has held vice presidential-level positions in corporate and not-for-profit marketing with Citibank, JP Morgan Chase, and the National Retail Federation, as well as management positions with national retail chains. In addition to *The Marketing Plan Handbook*, she is the author of *Essential Guide to Marketing Planning* and *Marketing Planning: Principles into Practice*, both geared to the European market. Wood holds an MBA in marketing from Long Island University in New York and a BA from the City University of New York. She has extensive practical experience in marketing planning, having formulated and implemented dozens of marketing plans for a variety of goods and services. She has also developed numerous chapters, cases, sample plans, exercises, and print and digital supplements for college textbooks in marketing, advertising, and related disciplines. Her special interests in marketing include social media, ethics, segmentation, channels, and B2B marketing. Please visit her marketing blog at <http://marketinghandbook.blogspot.com>

Bought for school.

I don't normally post or read reviews on textbooks, as you don't really have a choice in the purchase. However, you do have a choice in format, so it's worth providing feedback on the format for potential purchases, and perhaps the publishers will listen as well. I purchase all my textbooks in eCopy when available, as the benefits fit my needs. The most notable of which is being able to read the material on multiple devices. It's really one of the fundamental benefits of eBooks. I routinely use my personal computer, Kindle Fire, and work computer to read textbooks. This is the first textbook that I've ever purchased that is restricted to 2 computers. I assumed that meant you couldn't run them at the same time, but actually you can't have them loaded on more than 2 computers; you have to deregister a device if you accidentally load it on the wrong one and hit your limit. That, or it recommended that I simply purchase a second copy. "Buy Once, Study Anywhere"? Not really. Yes, I can work around it and just restrict myself to 2 devices, but it's asinine to have to do so. The Kindle programs locked down pretty tight, I'm sure they can see they're all my registered devices. I'm not passing my books on to other students, and I can't even sell off a used copy when done. I haven't purchased any other textbooks that felt a need to impose this kind of restriction. This experience has certainly been in support of good ole printed copy. In addition to the licensing problem, the digital copy looks like it was just scanned in on an old xerox. Or maybe that's what the printed copy of this book looks like? Mine is all in black and white, and the text isn't adjustable like most Kindle formats. I could have saved a lot of money just buying a cheap used version and scanning it myself.

Good price

Got it for school very informative with a nice flow of info.

Good.

I give this two stars because of the Kindle format, not because of the marketing content. The content is decent: it's thorough, a bit dry, and up-to-date. The Kindle format, though, is frustrating. First, it's fixed pages, not flowing text. I understand that perhaps some professors value page numbers, but scrolling as if this were a scanned PDF gets very old. Another big problem is that it's limited to TWO devices. This is very irritating, as I cannot read it wherever I wish, which rather spoils the point of having an e-book. No other textbook of mine has this low of a limit. Also, you are not allowed to change the font or even the color scheme. I hope the publisher reads this book and then

decides to conduct some of it's touted market research on the students who buy this book. Perhaps the publisher will discover that students expect a modern e-book, not a glorified PDF. UPDATE: I de-registered one of my Kindle for PC instances so I could read this on my phone and discovered that the publisher will not allow it on Kindle for Android, even if I have an available license. It's also not available on the Kindle Cloud Reader! So basically, I don't get to read this unless I'm Officially Parked At My Desk to Read the One Book I Can't Read Anywhere Else (TM).

Thank you, the book meets my needs and arrived on time

Great book

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Marketing Plan Handbook (5th Edition) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your

Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) DUKAN DIET: Lose Weight FAST And Lose Weight FOREVER: Four Phase Plan (Fat Burning Diet, Weight Loss Motivation, Burn Fat, Diet Plan, Weight Loss Plan, Dukan, Belly Fat) HCG Diet: HCG Diet Plan: HCG Diet Cookbook with 50 + HCG Diet Recipes and Videos - HCG Diet for Beginners: HCG Diet Plan - Follow HCG Diet Plan (HCG ... HCG Diet for Beginners, HCG Phase 3) The Marketing Plan Handbook, 4th Edition

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)