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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

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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>

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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

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