



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. This fully revised and updated fifth edition of *How to Write a Marketing Plan* simplifies the task of developing a marketing plan for a product or business. It explains the entire process, from carrying out a marketing audit, setting objectives and devising budgets, to writing and presenting the plan and finally, implementation.

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