



Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy

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A primer for marketing professionals and students, the second edition of *Malcolm McDonald on Marketing Planning* provides a clear guide to marketing planning. Focussing on the practical application of marketing planning this book will guide readers through the production of a marketing plan that has real world application. Key content includes defining markets and segments, setting marketing objectives and strategies, advertising and sales promotion strategies, and price and sales strategies.

With an emphasis on practicality this fully revised second edition has been thoroughly overhauled to contain new content on the essentials of marketing planning and the strategic marketing process.



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