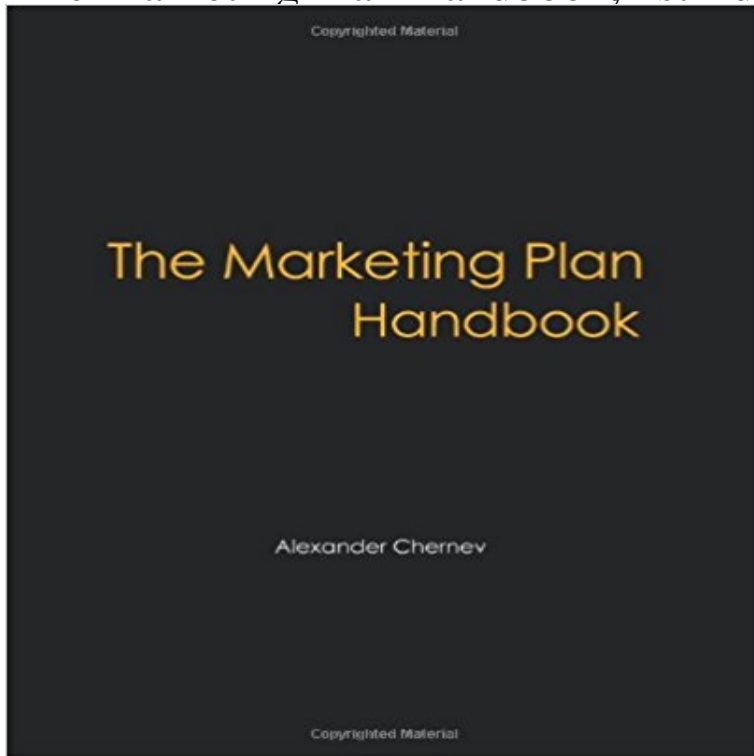


# The Marketing Plan Handbook, 1st Edition



The Marketing Plan Handbook presents a streamlined approach to writing succinct, logical, and actionable marketing plans. Building on the view of marketing as a value-management process, this concise book outlines the major tools involved in writing a marketing plan. It is designed for managers seeking to write meaningful, action-oriented marketing plans that produce results.

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