

[PDF] Marketing Plan Handbook (5th Edition)

Marian Burk Wood - pdf download free book



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Author: Marian Burk Wood

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Description:

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.

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