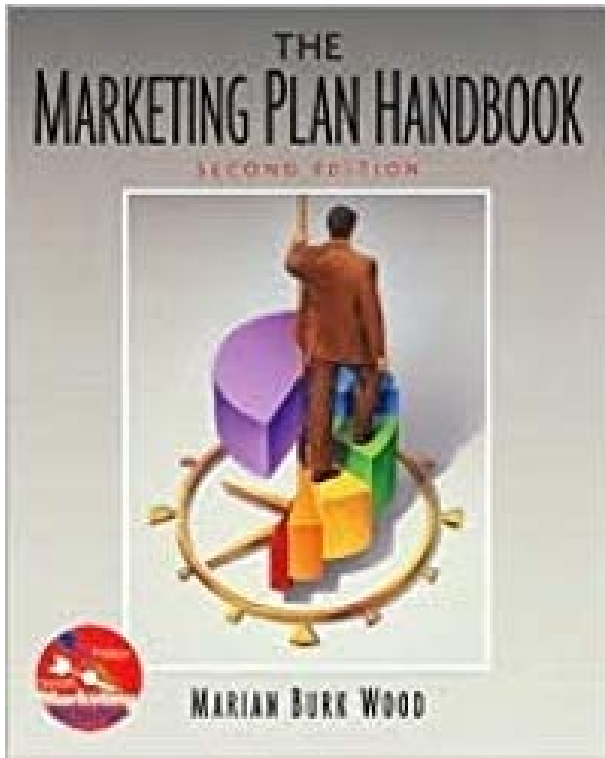


The Marketing Plan Handbook



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The "Marketing Plan Handbook" guides readers through the complete development of a realistic, customized marketing plan, and the "Marketing Plan Pro" software bundled with the book helps users create practical plans, and allows them to critique sample marketing plans. From the introduction to marketing planning to market analysis, strategic development, and plan implementation, this book covers all aspects of the marketing plan. A great introduction and overview for any business owner, marketing agent, or anyone looking for a practical guide to marketing planning.