

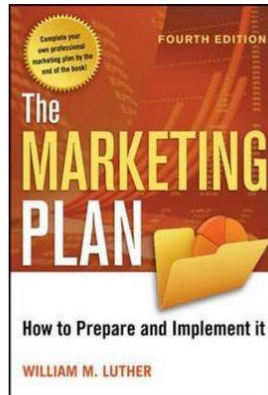


Topics: Marketing

Our Rating: 4/5

## *The Marketing Plan*

How to prepare and implement it – William M. Luther



### Accretive Overview

Even if you've created marketing plans, the rules have changed with the coming of the internet. With Web 2.0, SEO (Search Engine Optimization), Social Networking, Pay-Per-Click, there are more avenues than ever to reach potential customers.

"The Marketing Plan" by Bill Luther has been updated to help you navigate the new world and to develop a practical marketing plan for your business.

Each chapter poses a series of questions which help you to develop a marketing plan based

on sound principals and research. Chapters focus on topics such as:

- Analysis of the marketplace, competition, business and consumers
- Selecting profitable markets
- Developing a brand personality
- Market research

*Not only does it lead you through a process, it provides software downloads as well...*

With frequent case studies and examples from major brand successes of the last ten years, this 4<sup>th</sup> edition of "The Marketing Plan" is a practical and up to date marketing resource.

Complete with access to online software to aid in decision making, pricing, budget

calculations, sales projections, and more, this one-of-a-kind guide provides everything you need to produce an impressive and professional marketing plan.

### Accretive's Key Takeout's:

This is a practical, easy to follow guide. It is not for the faint hearted as there is a lot of data work required on your part to get the most out of the concepts which it discusses.

However, if you have the information and patience to work through the exercises this is a great resource for the busy business owner who has a passion for detail to drive their decision making.

Only downside is the internet marketing side is a little out dated – suggest you look for specialist material if you are after information on how to market in this space.

Want to read it all? Click to purchase the book with free worldwide delivery.



Accretive Pty Ltd  
PO Box 756 | St Ives NSW 2075 | AUSTRALIA  
[www.accretive.com.au](http://www.accretive.com.au)