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BRILLIANT MARKETING PLANS: WHAT TO KNOW AND DO TO MAKE A SUCCESSFUL PLAN



Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Brilliant Marketing Plans: What to Know and Do to Make a Successful Plan, Ian Linton, Provides a practical and projectbased approach so you can put marketing plans into action quickly and effectively. Following a brief overview of the planning process, each chapter provides a self-contained guide to planning a specific marketing task, the range of plans included cover the most common challenges facing marketing teams in both consumer and business-to-business sectors....

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- Authored by Ian Linton
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