



Market Planning Guide

David H. Bangs

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Get hands-on proven marketing basics with this "bible" of business marketing.

Marketing is the lifeblood for succeeding in business. What venture can survive without customers? Every business, whether large or small, has to understand who its customers are and how to sell to those customers cost-effectively, be it products or services.

Here's everything needed to develop comprehensive, customized marketing plans and effective and focused marketing strategies for every size business—from sole proprietors to Fortune 500 corporations. Readers will learn the questions to ask in order to create their own outline for a comprehensive marketing plan, including targeting the most profitable customers, standing out from the competition, pricing to maximize profits, and selling that yields results.

From mastering the basics to applying marketing principles to the actual marketing plans of two different companies, this user-friendly workbook gets readers up-to-speed fast, and:

- Generates solutions to customer-retention issues using Web tools.
- Delivers a simple process for creating and supporting sales forecasts.
- Identifies differences in marketing for smaller ventures versus larger companies.
- Enhances growth opportunities using the Internet for information sharing and troubleshooting.

This is the most comprehensive, yet easy-to-use marketing planning tool available. Bangs outlines what's at the heart of marketing an enterprise: the thrill of making a business grow, serving more customers, trying new ways to deliver value to customers, and watching employees grow and develop.

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