

How to Develop a Strategic Marketing Plan: A Step-By-Step Guide

By Norton Paley

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Two-thirds of rapid-growth firms use written business plans, according to Price, Waterhouse, Coopers 1998 Trendsetter Barometer. The survey also states that firms with written plans grow faster, achieve a higher proportion of revenues from new products and services, and enable CEOs to manage more critical business functions.
How to Develop a Strategic Marketing Plan is both innovative and pragmatic in its approach. It explains how to combine the strategic vision of long-term business planning with the action-oriented thrust of a short-term marketing plan. Planning forms and guidelines for customizing your own Strategic Market Plan (SMP) are available for download from the CRC Press website. Just go to the download tab located with the book's description.

Actual case histories - from companies such as Campbell Soup, Co., Texas Instruments, Inc., and Quaker State Corp. - illustrate how business-building opportunities translate into strategies and tactics. They demonstrate the compelling relationship between internal organizational functions and external market conditions, the long- and short-term strategic marketing issues and the advantages of developing an SMP.
Strategic market planning shapes the future of business. In its broadest dimension it sets in motion actions that impact long term prosperity. **How to Develop a Strategic Marketing Plan** gives you the tools to generate a credible strategic marketing plan so your organization can survive in the 21st century.

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"this one is both intellectual and practicalinsights into market planning, academicians should find this book a detailed and interesting vehical for presenting detailed planning concepts to students, who will find it a clear and well-organized guide to developing marketing planslower division undergraduate through professional." --T. J. Belich, in CHOICE, Vol. 37, No. 11/12 Promo Copy

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