



The Successful Marketing Plan: How to Create Dynamic, Results Oriented Marketing, 4th Edition

Roman Hiebing, Scott Cooper, Steve Wehrenberg

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The planning guide marketers have relied on for two decades—updated and expanded

For more than 20 years, *The Successful Marketing Plan* has been the marketing professionals' go-to guide for creating plans that define and fulfill the needs of their target markets. In this substantially revised and expanded fourth edition, Roman Hiebing, Jr., Scott Cooper, and Steve Wehrenberg outline how to develop proven objectives, strategies, and tactics that deliver the bottom line.

Separating the plan into 10 market-proven, manageable components, *The Successful Marketing Plan* explains how to:

- Find the data you need to develop your plan
- Identify growth target markets
- Set realistic sales objectives
- Position your products through a strong branding program
- Condense your plan into a workable calendar of activities
- Arrive at a realistic budget and payback schedule
- Evaluate and test the plan's effectiveness

The authors of *The Successful Marketing Plan* have made extensive revisions to more than 50 percent of the book's content—from a new planning model to a more user-friendly business review section to a complete revision of the strategy chapters including a new message strategy chapter. Plus, the book contains completely updated chapters on advertising, media content, and interactive communications, in addition to updates in information sources, planning charts, and the Idea Starters appendix, which has more than 1,000 tactical ideas tied to specific objectives.

Great marketing begins with a great marketing plan. Use *The Successful Marketing Plan* to build a focused “real-world” marketing plan that will enable your company to thrive and grow in today's cost-conscious, winner-take-all competitive arena.

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