

El Plan de Marketing en la Práctica

The Marketing Plan in Practice



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This book is aimed at the upper management of companies which are aware of the need to survive in the battlefield of market competition. The aim is to offer a practical, useful and efficient tool which will take them step by step through the various stages in the production of a marketing plan.

This fourteenth edition provides eleven marketing plans for companies pertaining to different sectors of activity: manufacturing, service industries, consumer goods producers, etc. There are four plans in the paper version and seven on the accompanying CD.

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