



# Building a Marketing Plan: A Complete Guide (Marketing Strategy Collection)

By Ho Yin Wong

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The book aims to provide a comprehensive, holistic and practical framework for readers who are interested or involved in developing a marketing plan so that they can appreciate various marketing concepts and put them together in an easy to read guide. Demanding and savvy customers along with a turbulent marketing environment, require marketers to be highly sensitive to the environmental monitoring systems capable of identifying the latest marketing trends and opportunities and threats at an early stage. In response to these issues, the proposed manuscript covers the themes of planning, implementing and controlling marketing activities, which will provide guidance to marketers and non-marketer alike, in undertaking a marketing plan. The latest research findings in the marketing area are included. This book is written for marketing students and it is the intention of the authors to make this manuscript as basic, straightforward and to the point as possible. Business practitioners will also find this book useful.

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*By Ho Yin Wong*

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## **Building a Marketing Plan: A Complete Guide (Marketing Strategy Collection) By Ho Yin Wong Bibliography**

- Rank: #606088 in Books
- Published on: 2011-07-15
- Original language: English
- Number of items: 1
- Dimensions: 8.75" h x 6.00" w x .50" l, .80 pounds
- Binding: Paperback
- 125 pages

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### **Editorial Review**

#### About the Author

Dr. Ho Yin Wong is a senior lecturer in marketing at Central Queensland University, Australia. He has a PhD in marketing from Griffith University, Australia, and an MSc in marketing from University of Stirling, United Kingdom. He has published in international journals such as International Marketing Review, Journal of Strategic Marketing, and Journal of Product and Brand Management among others. Dr. Kylie Radel is the discipline coordinator for marketing and a lecturer in marketing and tourism at Central Queensland University, Australia. She graduated from Central Queensland University in 1999 after completing a BA in business in marketing, a BA in tourism and cultural theory and a BA Honors (First Class) in marketing of tourism. Dr. Rooma Roshnee Ramsaran-Fowdar is a senior lecturer in marketing at Central Queensland University, Australia. She graduated from the University of Bristol in 1995 and the London School of Economics in 1996. She has a PhD from the University of Mauritius and her thesis was on service quality in the private healthcare sector. Prior to joining Central Queensland University, she was a senior Lecturer at the University of Mauritius for 12 years.

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