

THE
MARKETING
PLAN
HANDBOOK

ALEXANDER CHERNEV

FOURTH EDITION

The Marketing Plan Handbook

John Westwood

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offerings and product lines Whether it is applied to a small business seeking to formalize the planning process a startup seeking venture capital financing a fast growth company considering an initial public offering or a large multinational corporation the framework outlined in this book can help streamline the marketing planning process and translate it into an actionable strategic document that informs business decisions and helps avoid costly missteps

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