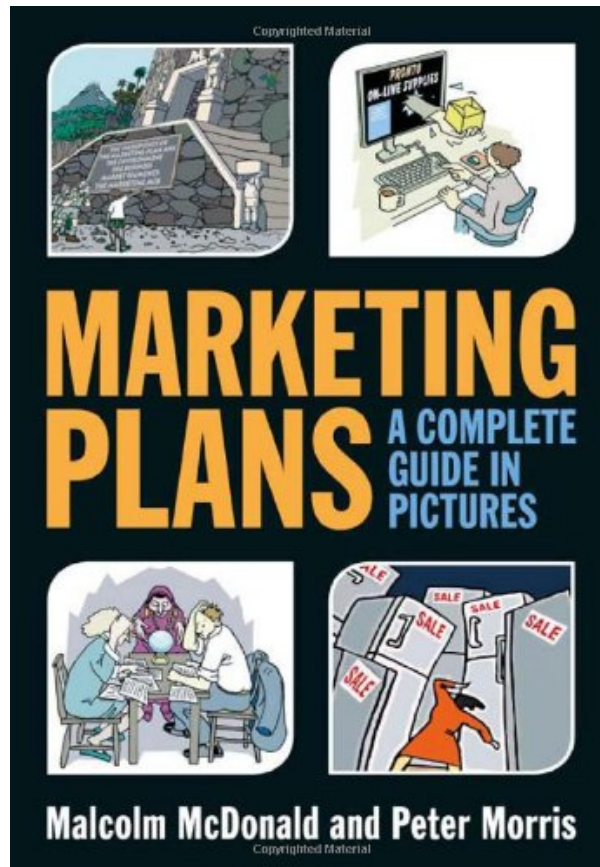


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An imaginative, witty, original but deadly serious introduction to all the concepts you need in marketing today.

Successful executives know that marketing as a process and an orientation is a necessity for understanding where a company needs to go and how to get there. It's not difficult to spot those organizations that have failed to adopt a marketing approach!

In order for managers and students to quickly grasp the key principles, one of the world's leading marketing educators, Malcolm McDonald, has teamed up with expert cartoonist and educational designer, Peter Morris, to create this short, unique and powerful guide.

Using black and white cartoons and graphics packed with ideas and examples, Marketing Plans: A Complete Guide in Pictures is a highly accessible primer that is both a rigorous and serious introduction to the subject for those discovering marketing for the first time, and a versatile companion for more experienced professionals.

This book is based on the international bestseller Marketing Plans: How to Prepare Them, How to Use Them by Malcolm McDonald and Hugh Wilson (Wiley).

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Great Introduction to Marketing

By J S Bach

As a serial entrepreneur, business owner and business consultant I have developed many marketing programmes for various products and businesses across the World. Many business owners confuse advertising with marketing and the most successful advertising campaigns have good marketing techniques used within them. I am often appalled at web designers and designers working for various forms of the advertising media, who create expensive adverts that look good and cost a fortunes, but deliver few customers and sales. This failure is based on the lack of "marketing techniques" used in the actual advert. When I go to a failing business to try and rescue it, I usually find a lack of understanding of the difference between marketing and advertising. I am often appalled by how much money has been wasted on advertising

which failed to gain market share and new customers. This book should be read by every business to understand this very important difference and to ensure their advertising budget is well spent and gains as much market share as it possibly can.

Firstly, it is a very easy book to read with the advice and techniques illustrated in picture form, with minimal text. These books are very similar to Rand Publishing books, "Skinny of" series, which I also recommend. If these type of books are written properly, they can impart lots of ideas and material in a succinct and easy to understand way. This book is well written and therefore ticks all the boxes as far as content and ability to get it across in a succinct and easy format, without losing content and analysis. The book is split into 12 chapters, which deal with most of the basic fundamental points of developing a, sound marketing plan, warning messages about product cycle and finally how to implement the plan for the product, in the actual marketplace.

The content is not as thorough as some books I have already reviewed on marketing, but this book is not designed to be a treatise on all aspects of the subject. It is designed to give the novice to marketing an overview of all the main issues pertaining to developing a product and marketing that product in the marketplace. As such it does this very well, in a easy to understand format. It is packed with good and workable ideas. Whilst it is not designed for the advanced marketing professional, although there are still some nuggets of information that everyone should remember, it is perfect for the small business owner who wants to start and develop their own marketing plans.

I love this book and would recommend it to any small business owner, who is struggling in gaining market share, from perhaps limited advertising budgets. This will help direct the money into a plan that will have more chance of success, than allowing some "advertising designers" to develop nice looking but potentially ineffectual adverts and web pages.

Highly recommended for a small business owner.

1 of 1 people found the following review helpful.

If you only could buy one book about marketing. This is the book!

By Mats E Jonsson

This is the best marketing book I have ever read. Even after a degree in marketing and a long career in marketing I read this book from time to time. I make my staff read it so that we all have a common language and understanding. I can't recommend it enough.

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