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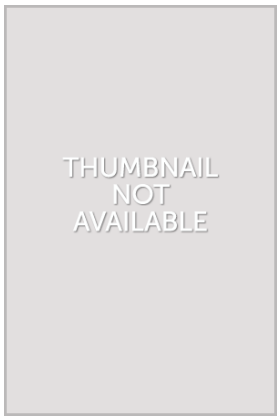
7 STEPS TO AN INTEGRATED IMPLEMENTABLE MARKETING PLAN (PAPERBACK)



SBC Publishing, United States, 2013. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.A marketing plan is a well thought-out blueprint that answers the question-what is marketing?-in the context of your business and in pursuit of achieving the goals and objectives established in your business plan. This guide will walk you through the seven most essential steps in crafting a comprehensive marketing plan. More specifically, it will answer questions such...

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- Authored by Shark Bite Coaching
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