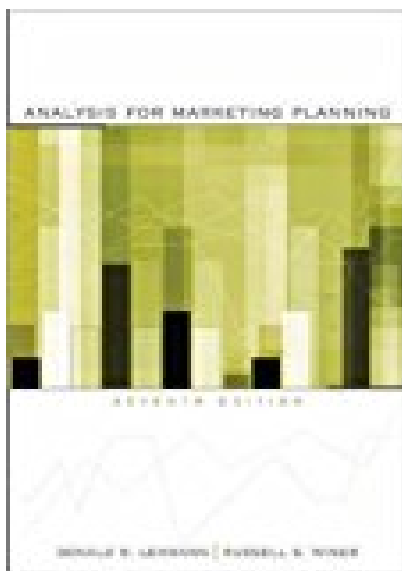


Analysis for Marketing Planning Irwin Marketing



BOOK DETAILS

- Author : Donald Lehmann
- Pages : 312 Pages
- Publisher : McGraw-Hill Education
- Language : English
- ISBN : 0073529842



BOOK SYNOPSIS

Focusing on marketing planning, this text is suitable for courses in product management, product pricing and brand management as well a marketing management and marketing strategy where brevity, no coverage of the 4Ps, a heavy strategic focus and an emphasis on a marketing plan are desired. Conceptual and analytical in its approach, it centres on industry competitor and customer analysis and includes numerous examples.

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