



# Marketing Plans: How to Prepare Them, How to Use Them

By Malcolm McDonald, Hugh Wilson

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**Marketing Plans: How to Prepare Them, How to Use Them** By Malcolm McDonald, Hugh Wilson

Now in its 7<sup>th</sup> edition, *Marketing Plans* is a highly renowned international bestseller. The book has been thoroughly revised, and every chapter has been carefully updated with special attention to the latest developments in marketing. To accomplish this, Professor Malcolm McDonald has been joined in this edition by Professor Hugh Wilson, a leading expert on CRM and multichannel strategy as well as marketing planning.

Major changes to this edition include new chapters based on the very latest research on:

- Planning for integrated marketing communications and digital marketing
- Developing multichannel strategy
- Developing the CRM plan
- Marketing effectiveness and accountability

*Marketing Plans* is designed as a tool and a user-friendly learning, resource. Every point illustrated by powerful practical examples and made actionable through simple, step-by-step templates and exercises.

The book is established as essential reading for all serious professional marketers and students of marketing, from undergraduate and postgraduate to professional courses for bodies such as CIM. Above all it provides a practical, hands-on guide to implementing every single concept included in the text.

"It is clearly and powerfully written and is probably the best book on the theory and practice of marketing planning ever written. It is a best-seller in Europe and I strongly recommend the book to anyone with an interest in marketing planning."

—**Warren J. Keegan, Professor of International Business and Marketing Director, Institute for Global Business Strategy, Pace University, New York**

"I am extremely impressed by the step lucidity of what is presented."

—**Dr D. H. Eaton, North Carolina University**

"A book reaching the quantities sold of *Marketing Plans* must be a book that is

really used. It is not difficult to see why. Malcolm McDonald writes about what to do in marketing and how to do it. Unlike many academic marketing writers, he will never let you forget that marketing ends with –ing."

—**Kenneth Simmonds, Professor of Marketing and International Business, London Business School**

"Malcolm McDonald is clearly one of the most respected Professors of Marketing in Europe and the author of a number of outstanding books. The fact that *Marketing Plans* has been such a massive seller offers testimony of this. McDonald writes with clarity and insight that is becoming increasingly rare today. It is powerful, up to date and has proved that it works. I recommend it to you!"

—**John D. Ryans, Jr, Bridgestone Professor of International and Professor of International Marketing, Kent State University, Ohio**

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### Editorial Review

From the Inside Flap

MARKETING PLANS Seventh Edition is packed with full pedagogical features:

**Summary:** Each chapter begins with bullet points which highlight the main features and learning to be covered.

**Key Concepts:** Principal marketing ideas and themes are highlighted as snapshots throughout the text.

**Crucial Terms:** Concise definitions of important terms and vocabulary are provided in the margin to allow for a smoother, easier reading of the text.

**Examples:** Provide additional illustrative marketing accounts to contextualize learning.

**Marketing Insights:** Real-life marketing anecdotes contextualize learning.

**Headlines:** Highlights taken from the text as marginalized notes bring important points to the attention of the reader.

**Case Studies:** In-depth studies of marketing experiences show how the theories work in real-world companies.

**Application Questions:** These appear at the end of each chapter and relate the theory to practice by asking the reader to apply the theory to real-life situations.

**Chapter Review:** Condenses the main themes of the chapter and directs the reader to relevant exercises for each topic for them to try.

**Exercises:** These appear at the end of each chapter and are preceded by a brief introduction which informs the reader of the issues and concepts they will find within each exercise. Each exercise helps the reader to translate the theory into practice and reinforces the learning gained from each chapter. Many exercise also end with an 'interpretation' to guide the reader in their workings.

**Tutor and Student Support:** Tutor and student support sites for using Marketing Plans 7th Edition for teaching and learning can be found at: [www.marketingplansbook.com](http://www.marketingplansbook.com)

From the Back Cover

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#### About the Author

**Professor Malcolm McDonald** was recently cited as one of the top marketing gurus in the world, along with Philip Kotler and Michael Porter and, in a 2006 Times HE piece, he was named as one of the top ten consultants in the UK. He is now Emeritus Professor at Cranfield University School of Management where, until recently, he was Professor of Marketing and Deputy Director. Formerly Marketing Director of Canada Dry, he is Chairman of six companies and works with many of the operating boards of the world's biggest multinationals on every continent. He is the author of over 40 books, many of which have been translated into several foreign languages and has published hundreds of articles and papers.

Although retiring from his teaching role, Malcolm continues to research and teach at Cranfield and other universities around the world and to promote himself via speaking engagements, visiting lectures, and consultancy. He is determined to keep this, his most revered publication, alive and kicking. He has thought long and hard about a succession plan for the book and has invited Professor Hugh Davies, also of Cranfield University School of Management, to assist him in the current update, with a view to Hugh taking the reigns of the book's development into the future.

**Hugh Wilson** is Professor of Strategic Marketing and Director of the Customer Management Forum at Cranfield School of Management, and an influential author, speaker and consultant in marketing and IT. Hugh is listed in the Chartered Institute of Marketing's global 'Guru Gallery' of 'the 50 leading marketing

thinkers alive today'. He has extensive industrial experience, including thirteen years in the IT industry working for IBM, Logica, Artificial Intelligence Ltd and NCR in marketing, consulting and business development. He now spends much of his time working with companies such as IBM, Lloyds TSB, BT, Taylor Woodrow and Skandia on marketing planning, e-commerce, CRM and multi-channel marketing, as well as teaching on these topics in Cranfield. His books and management reports include the bestselling 'e-marketing' (1999), 'Profiting from eCRM' (2001), and 'Marketing Strategy in the digital age' (2001), all published by FT Prentice Hall. 'The New Marketing' (with Malcolm McDonald), was published in 2002. He was recently honoured by the DTI as one of the "Internet Decade" list of the hundred individuals who have had most influence over the development of e-commerce, according to an NOP poll. He writes regularly for academic and practitioner journals. His latest book 'The Multichannel Challenge' (with Rod Street and Lindsay Bruce) was published in March 2008.

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#### **Maria Gardner:**

Information is provisions for people to get better life, information today can get by anyone in everywhere. The information can be a expertise or any news even a problem. What people must be consider while those information which is in the former life are challenging be find than now could be taking seriously which one works to believe or which one typically the resource are convinced. If you receive the unstable resource then you obtain it as your main information you will see huge disadvantage for you. All those possibilities will not happen within you if you take Marketing Plans: How to Prepare Them, How to Use Them as your daily resource information.

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