

Marketing Plans for Services: A Complete Guide (3rd Revised edition)



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MARKETING PLANS FOR SERVICES: A COMPLETE GUIDE (3RD REVISED EDITION)



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John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Marketing Plans for Services: A Complete Guide (3rd Revised edition), Adrian Payne, Malcolm McDonald, Pennie Frow, Marketing Plans for Services, Third Edition is written in a pragmatic, action-orientated style and each chapter has examples of marketing planning in practice. The authors highlight key misunderstandings about marketing and the nature of services and relationship marketing. The marketer is taken step-by-step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning. Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered. The world renowned authors also tackle key organizational aspects relating to marketing planning which can have a profound impact on its ultimate effectiveness. These include: marketing intelligence systems; market research; organization development stages; marketing orientation. Marketing Plans for Services is for marketers in the service sector and students of marketing. "Marketing Plans for Services is clearly the premier text in the field. From an explanation of 'why' services are driving all marketing activities to 'measuring the results', and all things in between, this new and updated text explains why and how 'services' are the key elements for most all 21st century organizations. Follow the masters of service marketing to marketplace success." Professor Don Schultz, Northwestern University "McDonald, Frow and Payne have worked extensively with a wide range of service businesses across the globe in successfully realising their growth opportunities. This experience shows in this practical text which contains all one needs to know in developing and implementing successful marketing plans for service organizations. This book represents a tested roadmap for planning services marketing success and combines an excellent balance of key concepts, frameworks and tools with practical...



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