



# Marketing Plans: How to prepare them, how to profit from them

*Malcolm McDonald, Hugh Wilson*

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**A fully revised and updated 8th edition of the highly renowned international bestseller**

The 8th edition of this highly acclaimed bestseller is thoroughly revised with every chapter having been updated with special attention to the latest developments in marketing.

*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.

New chapters and content include:

- A 'Does it Work' feature throughout demonstrating examples of real successes using the processes in the book
- More substantial coverage of consumer behaviour to balance the book's focus with B2B planning
- Digital techniques and practices brought fully up to date
- Also includes a comprehensive online Tutors' Guide and Market2Win Simulator for those who teach marketing strategy

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