



# The Marketing Plan: How to Prepare and Implement It

*William M. LUTHER*

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Even if you've created marketing plans before—it doesn't matter. The rules have changed. With the advent of Web 2.0 business strategies like Search Engine Optimization, Social Networking, Pay-Per-Click, and dozens more, it may seem like you need to start from scratch. But with the brand new and completely updated fourth edition of Bill Luther's classic *The Marketing Plan*, you'll learn how to navigate this perilous new landscape—while actually generating a working marketing plan for your business. By answering questions in each chapter, readers will identify their marketing objectives and deploy specific strategies for every stage of the marketing cycle, from competitive and market analysis to planning, budgeting, brand development, and management. Featuring case studies and examples from major brand successes of the last ten years, the newest edition of *The Marketing Plan* is undoubtedly the most practical—and the most up-to-the-minute—marketing strategy resource available. Complete with access to online software to aid in decision making, pricing, budget calculations, sales projections, and more, this one-of-a-kind guide provides everything you need to produce an impressive and professional marketing plan.

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