



## Marketing Plans, Fifth Edition: How to prepare them, how to use them

*By Malcolm McDonald*

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**Bibliography**

- Sales Rank: #5978367 in Books
- Brand: Brand: Butterworth-Heinemann
- Published on: 2002-05-22
- Original language: English
- Number of items: 1
- Dimensions: 1.52" h x 7.38" w x 9.88" l, 1.10 pounds
- Binding: Paperback
- 664 pages

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### **Editorial Review**

#### Review

"It is clearly and powerfully written and is probably the best book on the theory and practice of marketing planning ever written." Warren J. Keegan, Professor of International Business and Marketing Director, Institute for Global Business Strategy, Pace University, New York

#### About the Author

MA(Oxon), MSc, PhD, D.Litt. FCIM FRSA, until recently was Professor of Marketing and Deputy Director Cranfield School of Management, with special responsibility for E-business. Malcolm is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has an Honorary Doctorate from Bradford University. Malcolm has extensive industrial experience, including a number of years as Marketing Director of Canada Dry.

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