

# [PDF] Marketing Plan Handbook (5th Edition)

**Marian Burk Wood - pdf download free book**

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**Books Details:**

Title: Marketing Plan Handbook (5th

Author: Marian Burk Wood

Released:

Language:

Pages: 224

ISBN: 0133078353

ISBN13: 9780133078350

ASIN: 0133078353

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**Description:**

Directed primarily toward undergraduate Marketing college/university majors, this text also provides practical content to current and aspiring industry professionals.

*The Marketing Plan Handbook* is the only planning handbook to guide readers, step-by-step, through the complete development of a realistic, customized marketing plan.

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