

# Contents

<b>Preface and acknowledgements</b>	vi
<b>How to use this book to achieve the best results</b>	viii
<b>Learning features</b>	x
<b>Tutors' guide</b>	xii
<b>An important note to the reader from the authors</b>	xiii
<b>PART ONE THE MARKETING PLANNING PROCESS AND THE OUTPUT</b>	1
<b>Chapter 1</b>	Understanding the Marketing Process 3
<b>Chapter 2</b>	The Marketing Planning Process: The Main Steps 39
<b>Chapter 3</b>	The Customer and Market Audit Part 1: Understanding Markets and Market Segmentation 77
<b>Chapter 4</b>	The Customer and Market Audit Part 2: Understanding Customer Needs and Developing Value Propositions 139
<b>Chapter 5</b>	The Customer and Market Audit Part 3: The Product Audit 165
<b>Chapter 6</b>	Setting Marketing Objectives and Strategies 227
<b>PART TWO THE MAJOR ELEMENTS OF MARKETING</b>	273
<b>Chapter 7</b>	The Integrated Marketing Communications Plan 275
<b>Chapter 8</b>	The Sales and Key Account Plan 327
<b>Chapter 9</b>	The Multichannel Plan: The Route to Market 371
<b>Chapter 10</b>	The Customer Relationship Management Plan 417
<b>Chapter 11</b>	The Pricing Plan 451
<b>PART THREE MARKETING PLANS MEASUREMENT AND IMPLEMENTATION</b>	483
<b>Chapter 12</b>	Implementation Issues in Marketing Planning 485
<b>Chapter 13</b>	Measuring the Effectiveness of Marketing Planning 537
<b>Chapter 14</b>	A Step-by-Step Marketing Planning System 561
<b>Conclusion: Guidelines from the authors on world-class marketing</b>	599
<b>Marketing Planning: Yes, it really works! Experiences from the real world</b>	603
<b>Index</b>	615