



The Marketing Plan Handbook

Alexander Chernev

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Written by a marketing professor from Northwestern University's acclaimed Kellogg School of Management, *The Marketing Plan Handbook* outlines a comprehensive, step-by-step approach to crafting succinct, logical, and effective marketing plans that produce results. This book can benefit managers in all types of companies. For startups and companies bringing new products to the market, it outlines a process for developing a winning marketing plan to launch a new offering. For established companies with existing product portfolios this book presents a structured approach for developing an action plan to manage offerings and product lines. Whether you manage a small business seeking to formalize the planning process, a startup seeking venture capital financing, a fast-growth company considering an IPO, or a large multinational corporation, you can gain competitive advantage by translating the marketing planning process outlined in this book into a streamlined strategic document that informs your decisions and helps avoid costly missteps.

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