
Plan de marketing

Marketing Planning in Practice

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"Pleasing, useful, rigorous, practical, attractive, effective, interesting, profound, superb, balances, enriching, well-structured, clarifying, detailed, coherent, systematic, precise, up to date..." These are just some of the words used by professionals whose testimonies you will find at the start of the book, to describe El plan de marketing en la práctica (Marketing Planning in Practice).

The book you have in your hands is written with the aim of offering the senior management of any business that needs to survive in a competitive market, a practical, useful and efficient working tool that will take them, step by step, through the different stages of drawing up a marketing plan.

This 15th edition provides eleven marketing plans by businesses from different sectors.

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