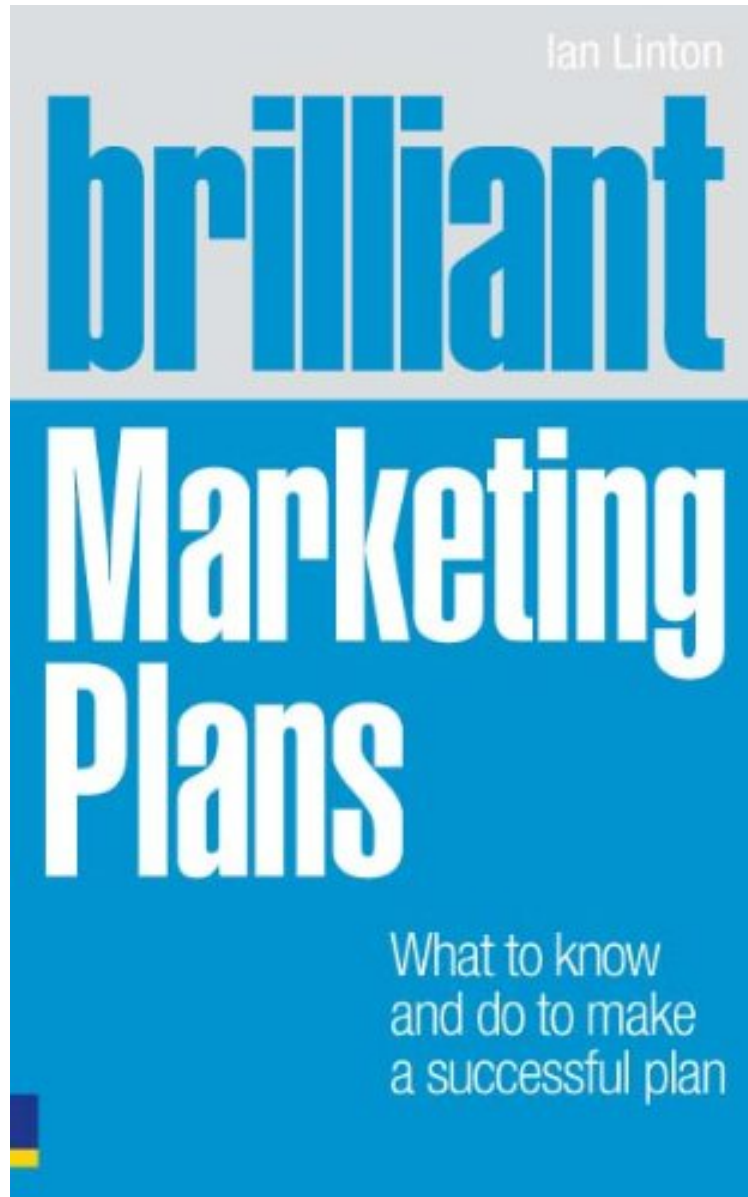


## **Brilliant Marketing Plans: What to know and do to make a successful plan (Brilliant Business)**

*Ian Linton*

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**Ian Linton : Brilliant Marketing Plans: What to know and do to make a successful plan (Brilliant Business)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Brilliant Marketing Plans: What to know and do to make a successful plan (Brilliant Business):

Provides a practical and project-based approach so you can put marketing plans into action quickly and effectively. Following a brief overview of the planning process, each chapter provides a self-contained guide to planning a specific marketing task, the range of plans included cover the most common challenges facing marketing teams in both consumer and business-to-business sectors. Includes templates and worked up marketing plans and is rigorous and thorough; equipping you with plans that really work.

From the Back Cover Successful marketing plans delivery unbeatable campaigns This is the book to help you write any marketing plan - step-by-step, quickly and efficiently - so that you can accomplish more and get the results you want. Brilliant Marketing Plans will demonstrate fast and clever ways to prepare outstanding campaigns. Packed with practical and sensible advice together with 15 easy-to-use, self-contained guides, you'll be introduced to all the key concepts and discover the most effective ways to present your plan, get it agreed and put it into action. Whatever you're planning marketing for, everything you need to know to get it right first time is right here. Brilliant outcomes:

- Understand, thoroughly, your marketing needs and take action
- Know how to create a winning plan
- Feel prepared, ready and confident to fully implement your plan