
THE MARKETING AUDIT WORKBOOK

Charles R. Macdonald



*Institute for
Business Planning*

Marketing Audit Workbook

Patricia H. Fisher, Marseille M. Pride



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The Marketing Audit Workbook Charles R. Macdonald, 1982
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The Marketing Audit: The Hidden Link between Customer Engagement and Sustainable Revenue Growth Orlando Skelton,2015-06-04 This book contains a 50 question checklist to get you started on performing a marketing audit for your company If you don t know the answers to these questions you are losing opportunities and customers title page

Marketing Plans for Services Malcolm McDonald,Pennie Frow,Adrian Payne,2011-09-26 The marketer is taken step by step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning Practical

frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered. The authors highlight key misunderstandings about marketing and the nature of services and relationship marketing.

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