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THE  
**MARKETING  
AUDIT  
WORKBOOK**

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Charles R. Macdonald



*Institute for  
Business Planning*

# Marketing Audit Workbook

**Patricia H. Fisher, Marseille M. Pride**

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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. Publisher

## Unveiling the Magic of Words: A Review of "**Marketing Audit Workbook**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Marketing Audit Workbook**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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