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Companion blog to the textbook by

Marian Burk Wood includes links to resources for marketing planning.

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“ [Essential Guide to Marketing Planning] is focused on applying central conceptualisations ... [it] gives the reader a sense that marketing is about choosing. This is important, as it forces students to come closer to how marketing is applied in the industry” Dr Christofer Laurell, Researcher, Stockholm Business School, Stockholm University

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This updates the "Marketing in Practice" example in Chapter 7 of Essential Guide to Marketing Planning, 4th edn. Posted by Marian B. Wood. Labels: consumer

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behaviour, Poundland, price-conscious, pricing, retailing, social media marketing. Wednesday, 16 August 2017.

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The 6th edition of eMarketing - The Essential Guide To Marketing In A Digital World was released in 2018 written by Rob Stokes under Red & Yellow Creative School of Business (<https://www.redandyellow.co.za/textbook/>). Reviewed by Ye Wang, Associate Professor, University of Missouri - Kansas City on 10/22/18

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