

MARKETING PLANS



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Pelz, W., Strategisches und Operatives Marketing, Ein Leitfaden zur Erstellung eines professionellen Marketing-Plans, Norderstedt 2004 (ISBN 3-8334-0634-8) Einzelnachweise

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Marketing plan Wikipedia

A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, without a sound strategic foundation, it is of little use to a business.

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F r die Vorbereitung der morgigen Pr senzveranstaltung habe ich ein Konzept f r einen Marketing-Plan erstellt. Er dient meiner eigenen Vorbereitung und stellt somit nicht den Anspruch der Richtig- oder Vollst ndigkeit.

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