

How to Write a Marketing Plan

Sample Marketing Plans

www.knowthis.com/management/the-marketing-plan.htm

www.marketing-plan-success.com/

www.morebusiness.com/templates_worksheets/bplans/printpre.brc

www.quickmba.com/marketing/plan/

Marketing plan outlines and sample how-tos: Learn to increase effectiveness of your business **marketing** plans, online **marketing** strategies, ...

www.website-marketing-plan.com

www.businessplans.org/Market.html

<http://www.mplans.com/>

From WIKIPEDIA:

<http://en.wikipedia.org/wiki/Marketing>

Books on Marketing:

[Direct Marketing: Strategy Planning Execution](#) - by Edward L Nash

[Product Strategy for High Technology Companies](#) - by Michael McGrath

[The One Day Marketing Plan](#) - by Scott W Cooper

The best book on marketing is [The Principles of Marketing](#) by Philip Kotler and Gary Armstrong, Prentice Hall. It is the Bible.

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