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## MARKETING PLANS FOR SERVICES: A COMPLETE GUIDE (3RD REVISED EDITION)



John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Marketing Plans for Services: A Complete Guide (3rd Revised edition), Adrian Payne, Malcolm McDonald, Pennie Frow, Marketing Plans for Services, Third Edition is written in a pragmatic, action-orientated style and each chapter has examples of marketing planning in practice. The authors highlight key misunderstandings about marketing and the nature of services and relationship marketing. The marketer is taken step-by-step through the key phases of the marketing planning process and...

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- Authored by Adrian Payne, Malcolm McDonald, Pennie Frow
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