



Analyzing Markets, Products, and Marketing Plans (AMA Marketing Toolbox)

David Parmerlee

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Auditing Marketing, Products and Marketing Plans is Step 1 in the Marketing Toolbox program. You'll learn how to identify your target markets, select the rights products for those markets and then plan how to reach them most effectively. Filled with worksheets, forms and tables for you to complete, *Auditing Marketing, Products and Marketing Plans* is step- and action-oriented, perfect for beginning marketers, students of marketing, small business owners, and entrepreneurs.

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