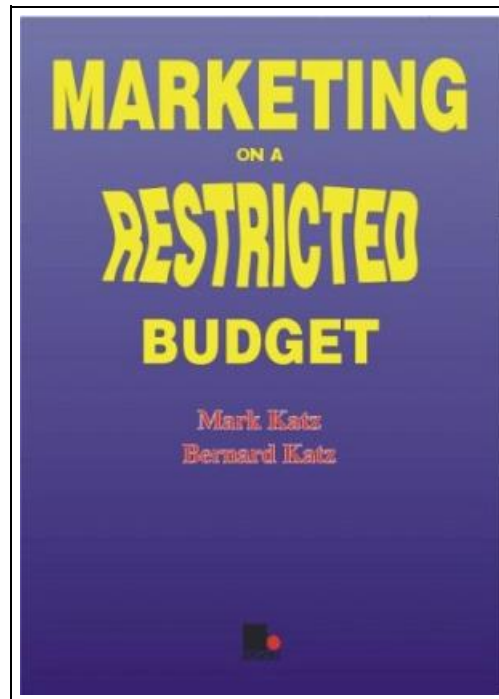


Marketing on a Restricted Budget



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Reviews

The best book i actually go through. It can be full of wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Prof. Greg Herzog)

MARKETING ON A RESTRICTED BUDGET



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Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, Marketing on a Restricted Budget, Mark Katz, Mark Katz, For many small- to medium-sized companies, the marketing function as such has low priority. Marketing planning and, more importantly, budgeting for marketing, is left to last. This book provides an easy-to-follow, step-by-step guide to practical procedure for good business. The book is in two parts: "Preparation" and "Taking marketing action". In the first part, the reader is shown how to conduct research and develop the marketing plan as a blueprint for action. The chapters in part two take the different components of successful marketing action and show how they are used within the constraints of limited marketing spend. The reader is helped to create and manage a database, achieve results through direct mail, through telemarketing, and through structural control of customer service. In addition, guidelines are given for the optimum, cost-conscious use of advertising and promotion. Each chapter uses real-life case studies taken from recent marketing campaigns to illustrate the points raised.



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