

How To Write A Marketing Plan



Jeff Bradford Former Forbes Councils Member
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President of the Bradford Dalton Group, Jeff is a former journalist with 30+ years of experience as a public relations professional.



Writing Marketing

Robert R. Redfield



Writing Marketing:

Writing Marketing Stephen Brown, 2005-08-24 Marketing is a very diverse discipline dealing with everything from the costs of globalization to the benefits of money back guarantees However there is one thing that all marketing academics share They are writers They publish or perish Their careers are advanced and their reputations are enhanced by the written word Despite its importance writing is rarely discussed much less written about by marketing scholars It is one of the least understood yet most significant academic competencies It is a competency in need of careful study Writing Marketing is the first such study It offers a detailed reading of five renowned marketing writers ranging from Ted Levitt to Morris Holbrook and draws lessons that can be adopted with profit by everyone else Although it is not a how to book there are no lengthy lists of dos and don'ts Writing Marketing reveals that the rules of good writing are good for nothing Written by Stephen Brown whose own writing skills are much commented upon Writing Marketing is insightful illuminating and iconoclastic It is a must read for every marketing academic irrespective of their methodological inclinations or philosophical preferences

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Writing Marketing Stephen Brown, 2012 Whatever their philosophical methodological and epistemological differences marketing academics have one thing in common They are writers They publish or perish They produce books articles case studies and on occasion articles for top notch journals like JMM Writing however is rarely given much thought by the scholarly community It is considered a chore an obligation a tiresome task between completing the research and

seeing it published This paper examines the often uneasy relationship between marketing and writing Based upon a study of best academic practice it shows that there s more to outstanding writing than many suppose It s not simply a matter of short sentences plain prose and setting out the facts succinctly Writing marketing also involves an appreciation of the 3R s all of which run counter to academic custom and scholarly practice

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