



The Marketing Strategy & Planning Workbook for the Successful Business

James W. Taylor, Marjolein Towler

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The Workbook is specifically prepared for SMEs (Small and Medium Enterprises). Huge corporations have planning departments and experienced planners. Smaller companies do not usually have that luxury so we have put together this Workbook to even the playing field.

It is structured around four basic ideas that every manager will need to understand thoroughly to manage successfully in the 21st Century.

1. Successful businesses are organized around their customers
2. All competition is now global
3. Quality is the most important competitive tool available
4. Technology is changing the way business gets done everywhere in the world

You will encounter these four basic ideas again and again and it will help put together your marketing strategy and plan as you work your way through the Workbook. The goal here is to achieve a competitive advantage in your industry (s). Companies with a competitive advantage are always the winners.

And you will realize that the real value here is not just in the numbers presented, but in helping you with the thinking that is required to do the work. Although the numbers help, it is the necessity of stepping back and thinking about your business in a way that doesn't come up in day to day operations that is the real value.

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