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## Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy

Malcolm McDonald

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2ND EDITION

# MALCOLM McDONALD ON MARKETING PLANNING

*"Highly readable and practical!"*  
Siobhan McAleer, Commercial Director,  
Irish Management Institute

UNDERSTANDING MARKETING  
PLANS AND STRATEGY



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**Malcolm McDonald : Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy:

0 of 0 people found the following review helpful. Very nice! A helpfulBy DarrenIngram\_dot\_comVery nice! A helpful, useful and information-packed, extensively revised second edition of this practical guide to marketing

planning. Whether you are working on advertising, sales promotion or other elements within the marketing fold, there is a good chance that you will get something out of this book! Aimed at both beginners/students and the more experienced pros alike, the author provides immensely accessible, informative guidance on elements such as market and segment definition, setting and realising marketing objectives and strategies, digital marketing, international product planning and much more besides. All for an amazingly low, ultra-reasonable price-point. This is a book that should not be restricted to those with marketing-led responsibilities, as a lot of the intelligence could and should be incorporated into other areas of responsibility, even if it is more background-type knowledge. Of course, it does not hurt for others to know what the marketing department gets up to, aiding internal cooperation and possibly making the company's marketing efforts even more successful in the process. The focus is on doing, yet things have not been dumbed down to a child-like level, and neither has it been filled with inane homilies, faux inspiration and even worse interminable self-reflection and hype from the "ever-so-humbler" author. It was very easy to form a connection with the book and it seemed to deliver what it promised and then some! Of course, it cannot be the be-all-and-end-all or only marketing book you may ever consult, but it does a darn good job at its core focus and certainly it will set you in good stead for other marketing-led activities you may undertake. Perhaps one of the most incisive, thought-provoking items that leapt out of the book, where it struck a chord with this reviewer, was the discussion about pricing and how it can be counter-productive to cut prices just to get sales (of course, there are limits). Far too many companies cut prices just because they feel they must, yet possibly don't consider the near-term implications and challenges that this may pose. It is very easy to cut prices but a lot, lot harder to raise them again once you've started on that track. Far too many books and gurus tend to forget this too! It is fair to say that this book drops a deserved, well-meaning, bucket of cold water on the reader at times (if they need it), to hopefully inspire cooler, wiser heads within their company. You may not like the messages you read, but if that describes you and your company you should not "shoot the messenger" and realise that there could be a very well justified reason for the author's message. If it doesn't apply to you, don't be smug, be humble and still learn from the other advice on offer. If you view this book as a marketing campaign, the author has done a good job. He has attracted his potential customer, presented his wares and made a compelling, quality argument and, well, consider it sold! This is a book that you should consider if you are in the market for some marketing knowledge. Even if you are not, you may be advised to at least look and see what you may get out of it.

A primer for marketing professionals and students, the second edition of Malcolm McDonald on Marketing Planning provides a clear guide to marketing planning. Focussing on the practical application of marketing planning this book will guide readers through the production of a marketing plan that has real world application. Key content includes defining markets and segments, setting marketing objectives and strategies, advertising and sales promotion strategies, and price and sales strategies. With an emphasis on practicality this fully revised second edition has been thoroughly overhauled to contain new content on the essentials of marketing planning and the strategic marketing process. Online resources include multiple templates as a practical toolkit for marketing planning.

"This excellent book clearly describes how to create winning strategies. As an owner and manager of an SME who has attended Malcolm's classes and worked with him delivering programmes, I can vouch it works. Major profitable growth can be achieved in a short period leaving competitors in your wash. This is a must read for any owners or managers serious on business growth." (Stewart Barnes, Managing Director, Quolux) "A helpful, useful and information-packed, extensively revised second edition of this practical guide to marketing planning. Whether you are working on advertising, sales promotion or other elements within the marketing fold, you will get something out of this book!" (Darren Ingram, Journalist, Editor Consultant, Darren Ingram Media) "This book is essential reading for all small businesses wanting to write a marketing plan that works effectively across your organisation, achieves growth and maximises commercial profits. For the last 20 years, I have worked with SMEs and Venture Capitalists, created and sold companies, and now specialise in supporting small enterprises with a marketing strategy that is measured and delivers exceptional return on investment. This book will save business owners consultancy fees (and allow them to ask suppliers the right questions), as well as help marketing agencies and marketers deliver significantly beyond their existing performance." (Kelvin Golding FCIM, Chartered Institute of Marketing Small Business Ambassador and Regional Chairman) "Once again Professor McDonald has captured the essence of world class marketing planning which is applicable to both the SME and the MNC. His razor sharp focus looks at markets based on the needs of customers and identifying profitable market segments, which whilst logically intuitive, requires a mind-set shift for companies who often focus on forecasts and budgets first in their planning. He takes the reader through a step-by-step process to make these changes in approaching real market understanding and planning to capture value. Highly readable and practical!" (Siobhan McAleer, Commercial Director, Irish Management Institute) About the Author Professor Malcolm McDonald was until recently Professor of Marketing and Deputy Director at Cranfield University School of Management, and is now Emeritus Professor at the university as well as being Honorary

Professor at Warwick Business School. He has written about 40 books.