References

Chapter 1


5 McDonald, M. and Wilson, H. (2011) *Marketing Plans: How to prepare them, how to use them*, 7th edn, Chichester: John Wiley & Sons Ltd.


Chapter 2


12 Gummesson, E. (2010), op. cit.
13 Lovelock, C.H. (1983) ‘Classifying Services to Gain Strategic Marketing Insights’, *Journal of Marketing*, 47 (Summer), 9–20. (The matrices shown in this chapter are based on those developed by Lovelock.)

Chapter 3

Chapter 4


Chapter 5

References


Chapter 6


Chapter 7


Chapter 8


Chapter 9


Chapter 10


2 Based on material from Boston Consulting Group.


15 We are grateful to Professor Christopher of Cranfield University for his commentary on these steps.


**Chapter 11**

1 This section on MIS and database marketing is based on McDonald, M. and Wilson, H. (2011) *Marketing Plans: How to Prepare Them; How to Use Them*, 7th edn, Chichester: John Wiley & Sons Ltd.

2 EXMAR is a major decision-support tool for strategic marketing planning. These software application systems are available from marcus.clark@themarketingprocessco.com.

References


6 This section is based on original work by Visiting Professor Simon Majaro of Cranfield School of Management and is used with his kind permission.


Chapter 12


