



# The Marketing Plan Handbook

By Alexander Chernev

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Written by a marketing professor from Northwestern University's acclaimed Kellogg School of Management, The Marketing Plan Handbook outlines a comprehensive, step-by-step approach to crafting succinct, logical, and effective marketing plans that produce results. This book can benefit managers in all types of companies. For startups and companies bringing new products to the market, it outlines a process for developing a winning marketing plan to launch a new offering. For established companies with existing product portfolios this book presents a structured approach for developing an action plan to manage offerings and product lines. Whether you manage a small business seeking to formalize the planning process, a startup seeking venture capital financing, a fast-growth company considering an IPO, or a large multinational corporation, you can gain competitive advantage by translating the marketing planning process outlined in this book into a streamlined strategic document that informs your decisions and helps avoid costly missteps.

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#### Review

"Alexander Chernev has written the clearest handbook that I have seen on how to write a marketing plan, cover all the bases, and yet keep it short." --Philip Kotler, S.C. Johnson & Son Professor of International Marketing, Kellogg School of Management, Northwestern University

"Alexander Chernev's *The Marketing Plan Handbook* offers clear, concise insights and guidelines to design marketing plans that will truly work." --Kevin Lane Keller, E. B. Osborn Professor of Marketing, Tuck School of Business, Dartmouth College

"An excellent book offering a streamlined, no-nonsense roadmap to writing impactful marketing plans." --Jean-Claude Larreche, Alfred H. Heineken Professor of Marketing, INSEAD

"If you are going to write a marketing plan, you need to start with Chernev's *The Marketing Plan Handbook*. And, of course, every business needs to have a marketing plan." --David Reibstein, William Stewart Woodside Professor of Marketing, Wharton, University of Pennsylvania

#### About the Author

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He is an area editor for the *Journal of Marketing* and serves on the editorial boards of the top research journals, including the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, and *Journal of the Academy of Marketing Science*. Dr. Chernev's research has been published in the leading marketing journals and has been quoted in the business and popular press, including *Scientific American*, *Business Week*, *Forbes*, *Newsweek*, *The Wall Street Journal*, *Financial Times*, *The New York Times*, and *The Washington Post*. He has written numerous articles focused on corporate planning, marketing strategy, and brand and customer management.

Professor Chernev teaches marketing management, marketing strategy, brand management, and behavioral decision theory in MBA, PhD, and executive education programs. He has received numerous teaching awards, including the *Chairs' Core Course Teaching Award*, *Kellogg Faculty Impact Award*, and the *Top Professor Award from the Kellogg Executive MBA Program*. In addition to research and teaching, he is an Academic Trustee of the Marketing Science Institute and advises companies around the world on issues of strategic marketing planning and analysis, business innovation, brand management, pricing, and new product development.

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