



# Writing & Implementing a Marketing Plan: A Guide for Small Business Owners (Crisp Fifty-Minute Series)

*Richard Gerson*

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## **Writing & Implementing a Marketing Plan: A Guide for Small Business Owners (Crisp Fifty-Minute Series) Richard Gerson**

This book is particularly useful for small business owners and service providers. It is a resource for anyone who knows the value of a written marketing plan and the necessity of revising it on a regular basis. You will learn the elements of a business plan, how to write a good marketing plan and the methods to implement the plan.

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