



# Structures for Strategy: The Marketing Plan

*Allen H. Munro*

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...marketing decisions have long term consequences both positive and negative and must be deployed with diligence. The Structures for Strategy Marketing Plan is a strategy-crafting tool ideal for market management planning. This formula is of specific interest to professional career marketing managers for use as a comprehensive checklist in addressing marketing issues. **MARKETING PLANNING** is to do with preparing for the future in times of rapid economic and environmental change. It is about strategies designed around resources and their management through differentiation. **MARKETING PLANNING** is about the scientific understanding of how markets react to induced stimuli and clarifies the boundaries between the market place and the organization. Useful for the SBU/General/Corporate Manager, Small Business Owner, Entrepreneur...seeking to ensure that the brand they manage is deployed with the best results. The unique design of the framework templates and methodology, utilized throughout the planning format, provides a pathway towards a profiled market posturing segmented to best address.

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