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Con este manual y el software que lo acompaña, el lector será capaz de diseñar Planes de Marketing de una manera rápida y sencilla, teniendo en cuenta todos los aspectos clave para el desarrollo de la actividad comercial de la empresa. El objetivo esencial de todo empresario o directivo de marketing debe ser aumentar el valor del cliente, ya sea reduciendo precios o aumentando la calidad de los productos o servicios. Con el fin de controlar todas las variables que pueden afectar al desarrollo comercial de una empresa y por lo tanto al valor del cliente, es de gran utilidad analizar periódicamente

(mínimo una vez al año) todas las acciones que se están llevando a cabo, y determinar qué se puede mejorar y qué se debe mantener. Este Plan de Marketing está diseñado con un manual explicativo, para que el empresario o directivo de marketing pueda alinear a todos los trabajadores en base a una estrategia de marketing establecida, de una manera sencilla y útil para la empresa. ? Incluye software para elaborar planes de marketing de tantas empresas y ejercicios como se desee. ? Este libro incluye lo básico y fundamental para todos aquellos que quieran introducir su empresa en el mundo del marketing o quieran mejorar el plan que tienen actualmente. ? Escrito y diseñado de forma sencilla y muy práctica para que sea comprensible y ejecutable por todos los públicos.

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