

## Powerhouse marketing plans: 14 outstanding real-life plans and what you can learn from them to supercharge your own campaigns

Johnson, Winslow, author

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### Abstrak

This valuable book not only identifies the universal success traits that have driven sales for countless products, it also reveals, for the first time, the plans themselves. Featuring the actual marketing plans of well-known organizations, "Powerhouse Marketing Plans" dissects these efforts into their component parts. Whether introducing a new product or creating awareness of a brand extension, marketing and business professionals in all industries will find this a thorough, unique, and indispensable resource.