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Marian Burk Wood has held vice presidential-level positions in corporate and not-for-profit marketing with Citibank, JP Morgan Chase, and the National Retail Federation, as well as management positions with national retail chains. In addition to The Marketing Plan Handbook, she is the author of Essential Guide to Marketing Planning and Marketing Planning: Principles into Practice, both geared ...

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Robert W. Bly is a professional writer, speaker, and marketing consultant with over three decades of experience in business-to-business, high-tech, and direct response marketing. He became a self-made multimillionaire while still in his 30s and is the author of The Copywriter's Handbook and Secrets of a Freelance Writer. Bly writes a column for Target Marketing magazine and publishes his e ...

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