
Preface to the English edition of “Marketing Planning”

Eighteen years after the publication of the first edition, the seventh edition of our introductory textbook on marketing planning is now available in English.

The basic concept of the book, which appears to be well received among students, remains unchanged. Our aim is to present the key elements of the marketing planning process, as well as their relationships, in a way that is concise and easy to understand. The focus tends to lie on integrating approaches from strategic management and marketing rather than on a detailed examination of special points. Numerous aspects of marketing planning have undergone enormous changes in both theory and practice, which has been taken into account throughout the previous editions of this textbook. Reverting back to the book’s basic concept, the seventh edition has been updated and streamlined to achieve greater clarity of presentation.

In preparing the English edition, the authors were actively supported by Verena Facundo, Carmen Maier and Annabelle Scharvey who updated the references. The whole book was translated into English by Michael Dollman, with support from the authors as well as Lam Ngo, Gerhard Pikali, Ingrid Schmid and Selina Wilke. Renata Schilling did an excellent job in optimizing and polishing the final translation. Barbara Roscher from Springer-Verlag encouraged and supported the authors in her very own way.

The three authors prepared this edition in a spirit of friendly cooperation and, of course, take responsibility for any remaining errors and imperfections.

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