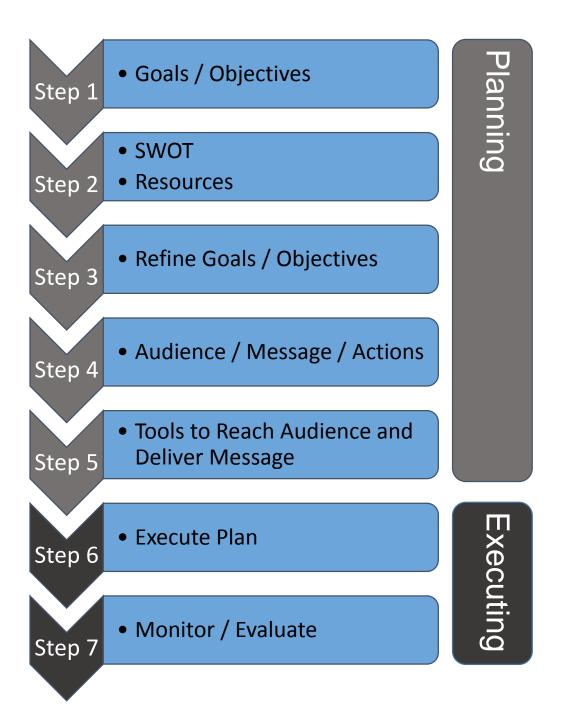
Seven Steps to Creating a Marketing Plan



Source: Mead & Hunt, Based on *Exhibit 2.3—Seven Steps to Creating a Marketing Plan*. ACRP Report 28, p. 8