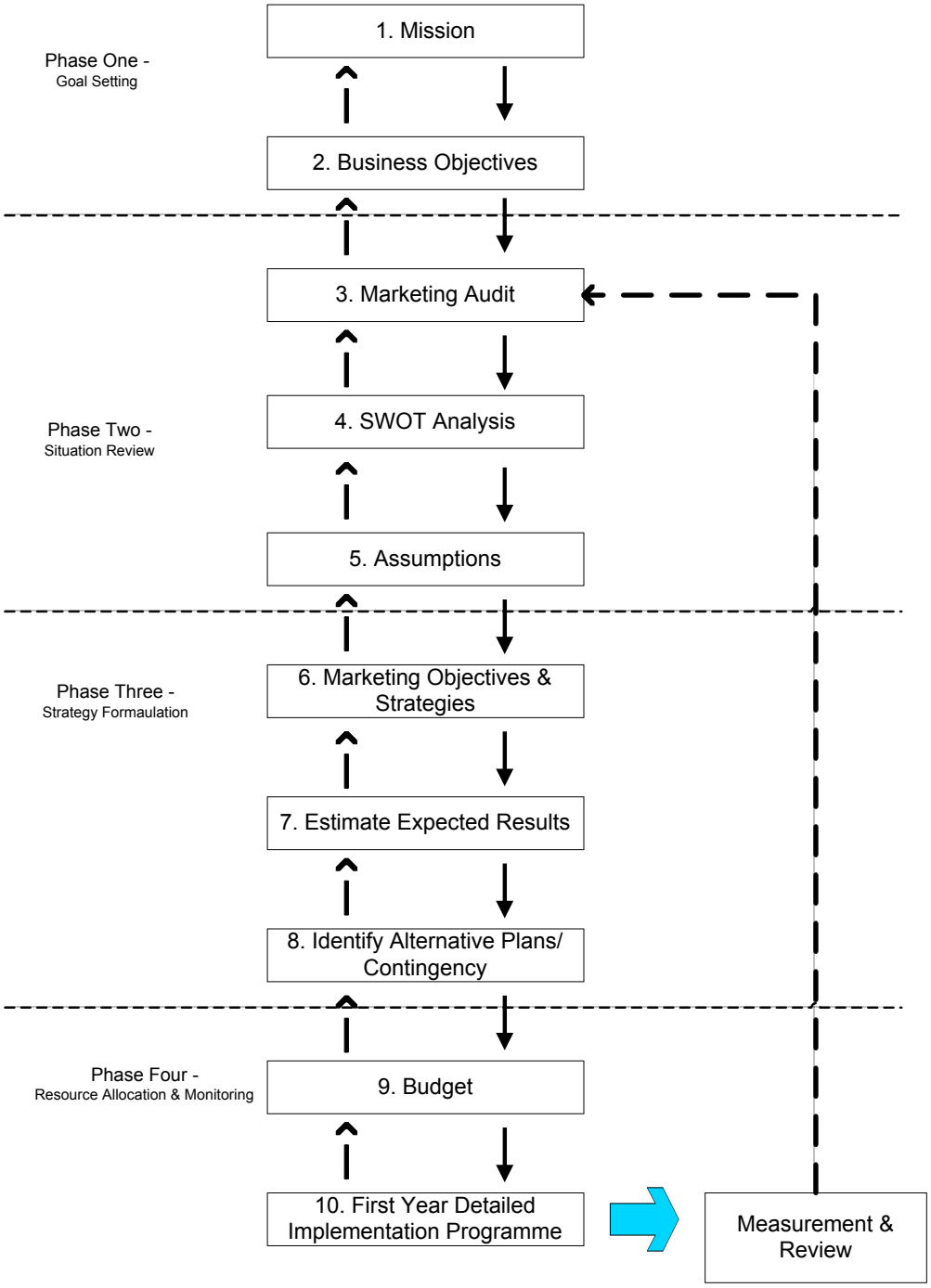The Mackman Marketing 10 Steps to Strategic Marketing Planning