Generally good/great websites re marketing strategy:

- http://www.quickmba.com/marketing/
- http://www.mindtools.com/fulltoolkit.htm (requires a subscription to access all info)
- http://learnmarketing.net/
- http://www.businessballs.com/market.htm

Web pages cited in presentation:

- Marketing plan: http://money.howstuffworks.com/marketing-plan.htm
- Core competencies: http://www.quickmba.com/strategy/core-competencies/