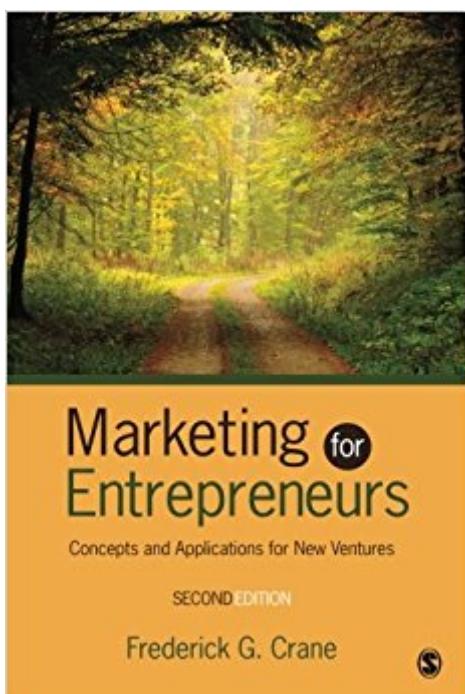


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Marketing For Entrepreneurs: Concepts And Applications For New Ventures (Volume 2)



Synopsis

Using the latest research and information on entrepreneurial marketing, including consumer behavior, social media, and intellectual property, the Second Edition of Marketing for Entrepreneurs provides practical

Book Information

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Customer Reviews

Frederick G. Crane is an executive professor of Entrepreneurship & Innovation at the College of Business at Northeastern University, Editor of the Journal of the Academy of Business Education, and co-founder of Ceilidh Insights LLC, an innovation management training, intellectual property consulting, and consumer insight company. He was formerly a professor of marketing and entrepreneurship at the University of New Hampshire and a chair and full professor at Dalhousie University. He currently teaches courses in entrepreneurship, innovation, and entrepreneurial marketing. His academic research activities have resulted in more than 100 publications, including fifteen books. Additionally, he currently serves on the editorial boards of several academic journals. His current research stream intersects the domains of marketing, entrepreneurship, corporate venturing, and innovation, and he is conducting ongoing research on the psychology of entrepreneurship, entrepreneurial education, entrepreneurial branding, and innovation readiness. Dr. Crane is also an award-winning educator who has received numerous honors for teaching excellence over the past twenty years.

Thorough and no frills. But it is FULL OF VERY GOOD STUFF. Its only drawback is that it does not

emphasize the co-creation, crowd-sourcing, "lean" approach to entrepreneurship. The Marketing Research approaches are based primarily on the corporate model until the last page of the chapter. Well communicated. An easy read.

This review is for a book that was required for class. It is an alright text that give high level information regarding concepts that might seem natural to a student that was born after the internet. Nothing amazing contained and no life altering moment will be had from this read.

it was a text book for our son. great price!

Came fast and is helpful

The book itself is a good classroom supplement, but I would not recommend it to someone outside of the academic realm. The book arrived quickly and as advertised. If you need this book for a class, rent this!

Required text book for my marketing class.Easy read , I wish it went little more in depth though.

Good read

Great Book. Made an A+ in the class. Easy to read and comprehend! Highly recommend it!

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