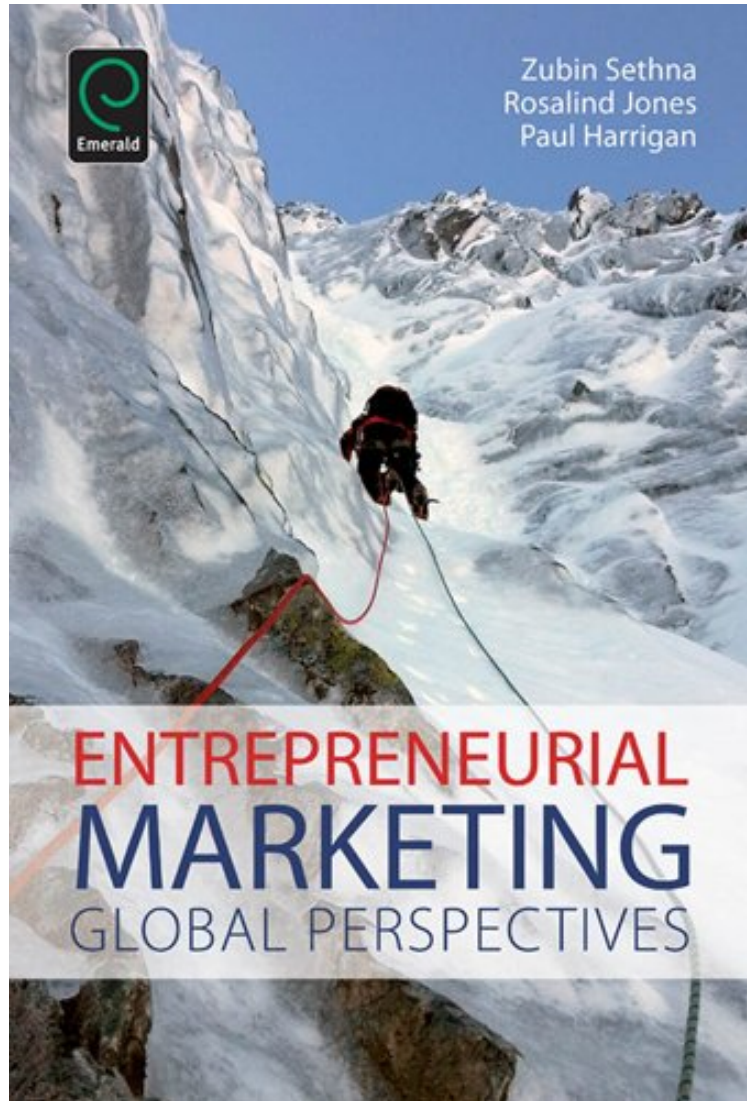


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## Entrepreneurial Marketing

*Zubin Sethna, Rosalind Jones, Harrigan Paul*  
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**Zubin Sethna, Rosalind Jones, Harrigan Paul : Entrepreneurial Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entrepreneurial Marketing:

This book presents important theoretical developments with regard to research at the Entrepreneurship and Marketing interface. The editors have invited acknowledged authors working in this exciting discipline, from around the world, to divulge and present in a comprehensive format, a book which addresses critical issues for businesses, both small and large, from a global perspective.

Contributors from the English speaking world shed light on current theories on entrepreneurial marketing, which is defined here as marketing in new ventures or SMEs; entrepreneurship activities within larger organizations; and innovative marketing strategies that provoke market change. Part A reviews theories and perspectives, touching on areas such as contextual marketing, entrepreneurial marketing orientation in SMEs, and entrepreneurial capital and networks. Part B describes practical approaches to entrepreneurial marketing, with material on market creation as an entrepreneurial marketing process, social media and customer relationships, and branding for start-ups. The book is for researchers, advanced students, and practitioners with an academic background. Sethna is affiliated with the University of Bedfordshire. --Book News Inc. Portland, OR  
About the Author  
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