



Entrepreneurship Marketing: Principles and Practice of SME Marketing

From Routledge

Download now

Read Online ➔

Entrepreneurship Marketing: Principles and Practice of SME Marketing

From Routledge

Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector.

Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism.

This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

↓ [Download Entrepreneurship Marketing: Principles and Practic ...pdf](#)

📖 [Read Online Entrepreneurship Marketing: Principles and Pract ...pdf](#)

Entrepreneurship Marketing: Principles and Practice of SME Marketing

From Routledge

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge

Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector.

Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism.

This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge Bibliography

- Rank: #1067189 in eBooks
- Published on: 2010-12-02
- Released on: 2010-12-02
- Format: Kindle eBook

 [Download Entrepreneurship Marketing: Principles and Practic ...pdf](#)

 [Read Online Entrepreneurship Marketing: Principles and Pract ...pdf](#)

Editorial Review

Review

'This book on *Entrepreneurship Marketing* is a timely addition to the growing literature on Entrepreneurship. The depth and breadth of coverage of marketing in the book by eminent authors is excellent. The layout and succinctness of the chapters allows the reader to quickly absorb new materials and ideas. This book will offer valuable insights to budding entrepreneurs in developing their ideas to successful fruition within a global context. The editors, Sonny Nwankwo and Ayantunji Gbadamosi have done an excellent job in producing such a useful and exciting book.'

Ashok Ranchhod, Southampton Business School, UK

'This book is an essential guide to marketing for small and medium sized enterprises (SMEs) with lessons about what works and what doesn't. Its particular value rests in the insights that it offers into the importance of social networks, socio-cultural values and the marketing challenges of multi-culturalism.'

Jan Druker, Canterbury Christ Church University, UK

About the Author

Sonny Nwankwo is Professor of Marketing and Director of Research and Enterprise at the University of East London, UK. He is Editor of the *International Journal of Applied Management* and has authored numerous books including *Cross-Cultural Marketing* for Cengage Learning.

Ayantunji Gbadamosi is a Senior Lecturer of Marketing at the Royal Docks Business School of the University of East London, UK. His research interests are: SME marketing, marketing communications, consumer involvement, and children and marketing activities.

Users Review

From reader reviews:

Reginald Hunter:

The book Entrepreneurship Marketing: Principles and Practice of SME Marketing make one feel enjoy for your spare time. You should use to make your capable a lot more increase. Book can to be your best friend when you getting anxiety or having big problem along with your subject. If you can make reading through a book Entrepreneurship Marketing: Principles and Practice of SME Marketing to become your habit, you can get a lot more advantages, like add your own capable, increase your knowledge about some or all subjects. You are able to know everything if you like available and read a publication Entrepreneurship Marketing: Principles and Practice of SME Marketing. Kinds of book are a lot of. It means that, science e-book or encyclopedia or others. So , how do you think about this e-book?

Vanessa Palacios:

What do you about book? It is not important along? Or just adding material when you want something to explain what your own problem? How about your free time? Or are you busy individual? If you don't have spare time to accomplish others business, it is make you feel bored faster. And you have spare time? What did you do? Every individual has many questions above. They must answer that question since just their can do which. It said that about publication. Book is familiar on every person. Yes, it is suitable. Because start from on guardería until university need this Entrepreneurship Marketing: Principles and Practice of SME Marketing to read.

Douglas Anderson:

Information is provisions for anyone to get better life, information presently can get by anyone on everywhere. The information can be a understanding or any news even a concern. What people must be consider any time those information which is inside former life are hard to be find than now's taking seriously which one is suitable to believe or which one the resource are convinced. If you receive the unstable resource then you get it as your main information it will have huge disadvantage for you. All of those possibilities will not happen in you if you take Entrepreneurship Marketing: Principles and Practice of SME Marketing as the daily resource information.

Lillian Thornton:

This Entrepreneurship Marketing: Principles and Practice of SME Marketing is great e-book for you because the content that is full of information for you who else always deal with world and have to make decision every minute. This book reveal it facts accurately using great coordinate word or we can state no rambling sentences in it. So if you are read the idea hurriedly you can have whole info in it. Doesn't mean it only will give you straight forward sentences but tough core information with wonderful delivering sentences. Having Entrepreneurship Marketing: Principles and Practice of SME Marketing in your hand like having the world in your arm, information in it is not ridiculous one. We can say that no reserve that offer you world with ten or fifteen moment right but this guide already do that. So , this can be good reading book. Hi Mr. and Mrs. hectic do you still doubt that will?

**Download and Read Online Entrepreneurship Marketing:
Principles and Practice of SME Marketing From Routledge
#DSHX0FG9QZ1**

Read Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge for online ebook

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge books to read online.

Online Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge ebook PDF download

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge Doc

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge Mobipocket

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge EPub

DSHX0FG9QZ1: Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge