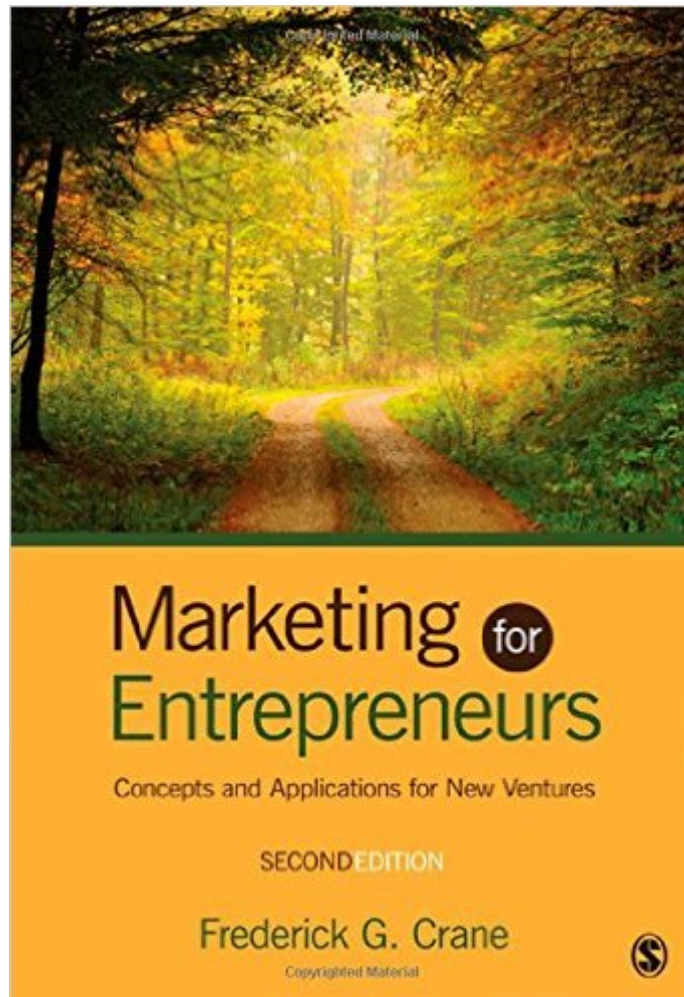


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# Marketing For Entrepreneurs: Concepts And Applications For New Ventures



## 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 insights, strategies, and tips on how to apply entrepreneurial marketing concepts to increase the chances of venture success. Business expert and influential author Frederick G. Crane focuses on how to use marketing to find, evaluate, and exploit the right venture opportunity. He then walks students and professionals through the various phases and steps of the marketing process, highlighting what is unique to and effective for entrepreneurial pursuits. Written for existing entrepreneurs and potential entrepreneurs alike, this book guides readers from where they are to where they want to be!

## Book Information

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## Customer Reviews

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!

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.

I needed this book for a class at the University of Washington. It contains nothing that you can't find for free online.

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

Great book every person who is thinking about working for themselves should invest in one.

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