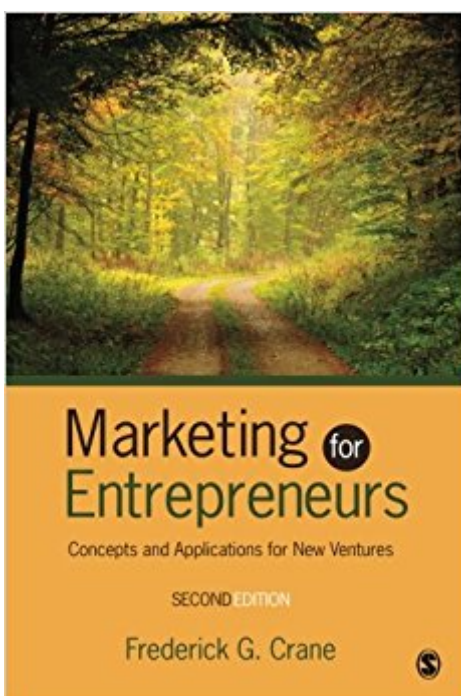


The book was found

# 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

Paperback: 264 pages

Publisher: SAGE Publications, Inc; 2 edition (September 12, 2012)

Language: English

ISBN-10: 1452230048

ISBN-13: 978-1452230047

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 14.1 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 13 customer reviews

Best Sellers Rank: #45,547 in Books (See Top 100 in Books) #41 in [Books > Textbooks > Business & Finance > Entrepreneurship](#) #47 in [Books > Business & Money > Small Business & Entrepreneurship > Marketing](#) #106 in [Books > Textbooks > Law > Criminal Law](#)

## 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!

[Download to continue reading...](#)

Marketing for Entrepreneurs: Concepts and Applications for New Ventures (Volume 2) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks The Lead

Machine: The Small Business Guide to Digital Marketing: Everything Entrepreneurs Need to Know About SEO, Social Media, Email Marketing, and Generating Leads Online Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Intermediate Algebra: Concepts & Applications (9th Edition) (Bittinger Concepts & Applications) The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)