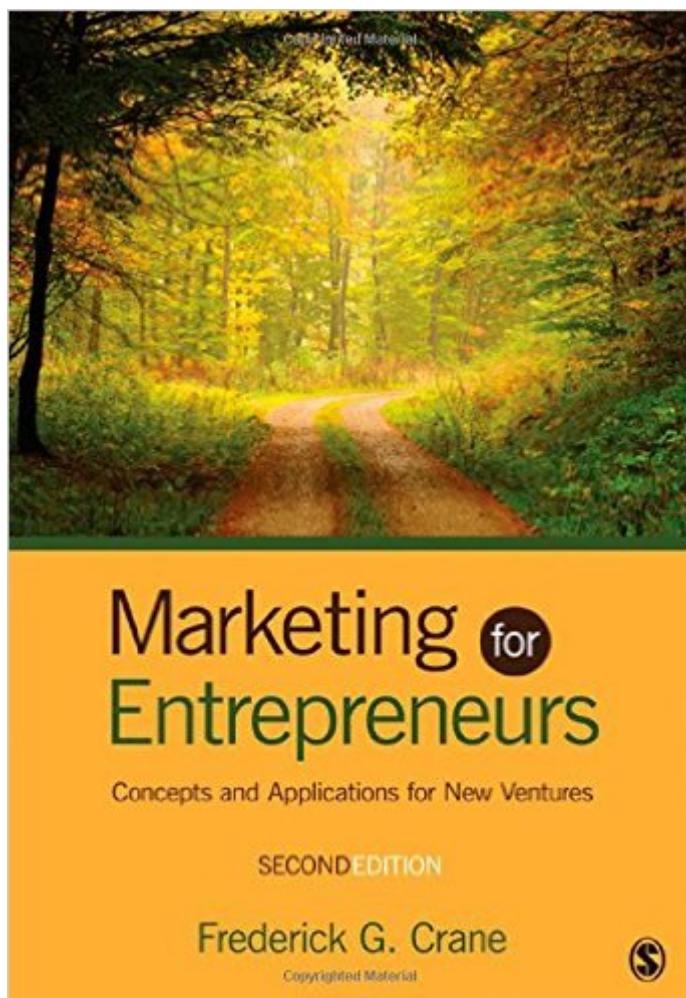


The book was found

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

Paperback: 264 pages

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

Language: English

ISBN-10: 1452230048

ISBN-13: 978-1452230047

Product Dimensions: 0.5 x 6 x 9 inches

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

Average Customer Review: 4.2 out of 5 starsÂ See all reviewsÂ (11 customer reviews)

Best Sellers Rank: #92,469 in Books (See Top 100 in Books) #89 inÂ Books > Textbooks > Law > Criminal Law #94 inÂ Books > Business & Money > Small Business & Entrepreneurship > Marketing #129 inÂ Books > Textbooks > Business & Finance > Marketing

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.

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

Marketing for Entrepreneurs: Concepts and Applications for New Ventures Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business

Marketing, Social Media Marketing) 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 The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly Entrepreneurship: Successfully Launching New Ventures (4th Edition) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Ventures Level 1 Value Pack (Student's Book with Audio CD and Workbook with Audio CD) Fantastic Ferrocement - For Practical, permanent Elven Architecture, Follies, Fairy Gardens and Other Virtuous Ventures Ventures Level 2 Value Pack (Student's Book with Audio CD and Workbook with Audio CD)

[Dmca](#)