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*Entrepreneurial Marketing focuses on this and the essential elements of success in order to achieve these needed sales and revenues and then grow the company. The authors*

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marketing issues,  
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*clear, concise view of the field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and*

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*marketing, this book  
informs and enhances an  
entrepreneurs' creativity,  
their ability to bring  
innovations to the market  
and their willingness to  
face risk and change the*

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*world. Key components  
addressed include:  
identifying and selecting  
the market, determining  
the consumer needs cost-  
effectively, executing the  
basic elements of the*

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*marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan.*



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