



Marketing for Entrepreneurs and SMEs

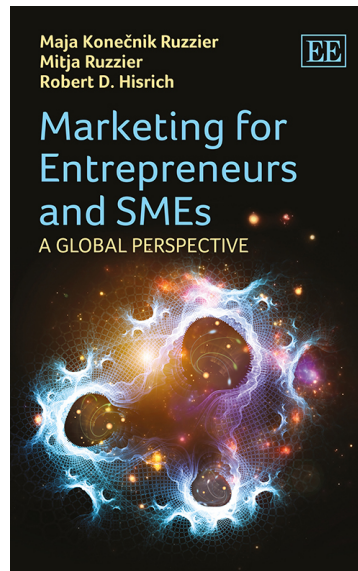
A Global Perspective

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In recent years, entrepreneurs and SMEs have been forced to adapt to a rapidly changing, increasingly globalized world, an evolution that has had a profound impact on marketing strategies. This timely volume identifies the many new opportunities available to entrepreneurs and SMEs in the global marketplace, and offers tactical and strategic marketing approaches to help them succeed in the modern business world.

'A timely text, which presents key marketing concepts, frameworks, and tools in an easy-to-follow manner. The case vignettes, drawn from contemporary marketing practices of entrepreneurial companies around the world, provide nice illustrations of the issues discussed in the chapters. The book is an appropriate anchor text for courses in marketing, entrepreneurship, and small business management, and a great reference for practitioners.'

– Tatiana Manolova, Bentley University, US



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