Handbook of Entrepreneurship and Marketing

Edited by Ian Fillis, Professor of Entrepreneurship, Liverpool Business School, Liverpool John Moores University and Nicholas Telford, Lecturer in Business and Enterprise, School of Business and Enterprise, University of the West of Scotland, UK

This timely and incisive Handbook provides critical contemporary insights into the theory and practice of entrepreneurship and marketing in the twenty-first century. Bringing together rich and varied contributions from prominent international researchers, it offers a reflective synthesis of scholarship at the interface between marketing and entrepreneurship.

‘Fillis and Telford have compiled interesting entrepreneurial marketing content from a wide variety of scholars. The chapters on networking, crowdfunding, social media, storytelling, and software are on-target in today’s entrepreneurial world, as is the intermingling of social entrepreneurship through discussions of mindful thinking. Add to that the focused chapters on arts and culture, and I was quickly immersed in exploring how entrepreneurship and marketing intertwine in today’s fast-paced world of pivoting quickly.’
– Victoria Crittenden, Babson College, US

‘This book gives you everything you need to know about entrepreneurial marketing. It is unique in that it describes the latest trends in entrepreneurial marketing, such as crowdfunding, social entrepreneurship, and entrepreneurship in the arts and cultural industries, while also prescribing the latest techniques for us to go out there and explore entrepreneurial marketing for ourselves, such as narratives, storytelling, and the 4S model. This synthesis is a catalyst for any researcher or practitioner in the field.’
– Paul Harrigan, The University of Western Australia

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