



Marketing for Entrepreneurs: Concepts and Applications for New Ventures

Frederick G. Crane

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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!

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