



Entrepreneurial Marketing for SMEs

Luca Cacciolatti, Soo Hee Lee

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Entrepreneurial Marketing for SMEs explains key topics and challenges of entrepreneurial marketing in a coherent and logically presented sequence. The book contextualizes the practice of marketing amongst SMEs, and critically evaluates major issues of entrepreneurial marketing with a relevant and up-to-date academic body of knowledge. *Entrepreneurial Marketing for SMEs* truly integrates both entrepreneurial and marketing perspectives of the subject, keeping in consideration the unique organizational nature of SMEs and the significant effects of the institutional environment in which SMEs operates.

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