

Entrepreneurship Marketing: Principles and Practice of SME Marketing

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Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector.

Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon’s den" of entrepreneurialism.

This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

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Editorial Review

Review

'This book on *Entrepreneurship Marketing* is a timely addition to the growing literature on Entrepreneurship. The depth and breadth of coverage of marketing in the book by eminent authors is excellent. The layout and succinctness of the chapters allows the reader to quickly absorb new materials and ideas. This book will offer valuable insights to budding entrepreneurs in developing their ideas to successful fruition within a global context. The editors, Sonny Nwankwo and Ayantunji Gbadamosi have done an excellent job in producing such a useful and exciting book.'

Ashok Ranchhod, Southampton Business School, UK

'This book is an essential guide to marketing for small and medium sized enterprises (SMEs) with lessons about what works and what doesn't. Its particular value rests in the insights that it offers into the importance of social networks, socio-cultural values and the marketing challenges of multi-culturalism.'

Jan Druker, Canterbury Christ Church University, UK

About the Author

Sonny Nwankwo is Professor of Marketing and Director of Research and Enterprise at the University of East London, UK. He is Editor of the *International Journal of Applied Management* and has authored numerous books including *Cross-Cultural Marketing* for Cengage Learning.

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