

Download Entrepreneurship Marketing Principles And Practice Of Sme Marketing Pdf

Request PDF on ResearchGate | On Jan 1, 2011, Sonny Nwankwo and others published Entrepreneurship Marketing: Principles and Practice of SME Marketing. 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.

Farma 6 ~ Tamara izabrana sluge: Suzana i Aca - Ne sme Acu da ostavi Jeleni. 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.