



Entrepreneurial Marketing: Sustaining Growth in All Organisations

Ian Chaston

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It is increasingly apparent that most firms succeed because they are willing to break the rules and act entrepreneurially. The purpose of this text is to examine how this simple trading principle can be applied by any individual in any private or public sector organisation by focusing on the concept of entrepreneurial marketing, across all aspects of the marketing process.

Entrepreneurial Marketing begins by defining the 'rules' of marketing as a basis for the entrepreneur to understand what 'rules' need breaking. Subsequent chapters cover the marketing mix, innovation management, and compare large versus small firms. All issues are illustrated with extensive real-world examples throughout. Entrepreneurial Marketing is ideal reading for students and professionals who want an exciting, relevant and innovative approach to, and perspective of, management and marketing.

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