

Marketing That Works How Entrepreneurial Marketing Can Add Sustainable Value To Any Sized Company 2nd Edition

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In this volume, the co-authors (Leonard M. Lodish, Howard L. Morgan, and Shellye Archambeau) explain how entrepreneurial marketing can add sustainable value to any sized company. The term "entrepreneurial" refers to a mindset that stresses speed, agility, resilience, independence, unorthodox, etc.

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Marketing That Works, Second Edition delivers a comprehensive portfolio of high-value, low-cost marketing solutions that fully leverage today's newest trends, channels, and market opportunities. Based on The Wharton School's pioneering Entrepreneurial Marketing, this edition adds nearly 50% new coverage - highlighting new companies that are redefining marketing today, and illuminating emerging approaches to securing resources and promoting your offers.

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Discover New Entrepreneurial Marketing Strategies for Supercharging Profits and Sustaining Competitive Advantage! This practical guide shows how to use modern entrepreneurial marketing techniques to differentiate your company in the eyes of customers to achieve sustainable profitability. The authors focus on innovative strategies and tactics, pioneered by some of today's most successful and disruptive companies, including Google, Quidai (diapers.com), Apple, Victoria's Secret, Anki, Pebble, ...

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Based on The Wharton School of the University of Pennsylvania's pioneering Entrepreneurial Marketing course, this edition is fully updated to reflect what works in the marketplace today. Guided by the authors' ongoing collaboration with dozens of high-growth companies, it offers pragmatic, new insights into which marketing programs and distribution channels are likely to succeed , and how to leverage them in your unique business environment, even with strictly limited resources.

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But I can always go to my team for discussions and debates; they challenge me. I also discuss with my husband, my sister, and my brother-in-law, who are all supportive and work in the startup space," she says. FableStreet is a team of 130, with the core team of 30 in Design, Development, Marketing, and Branding departments being based out of ...