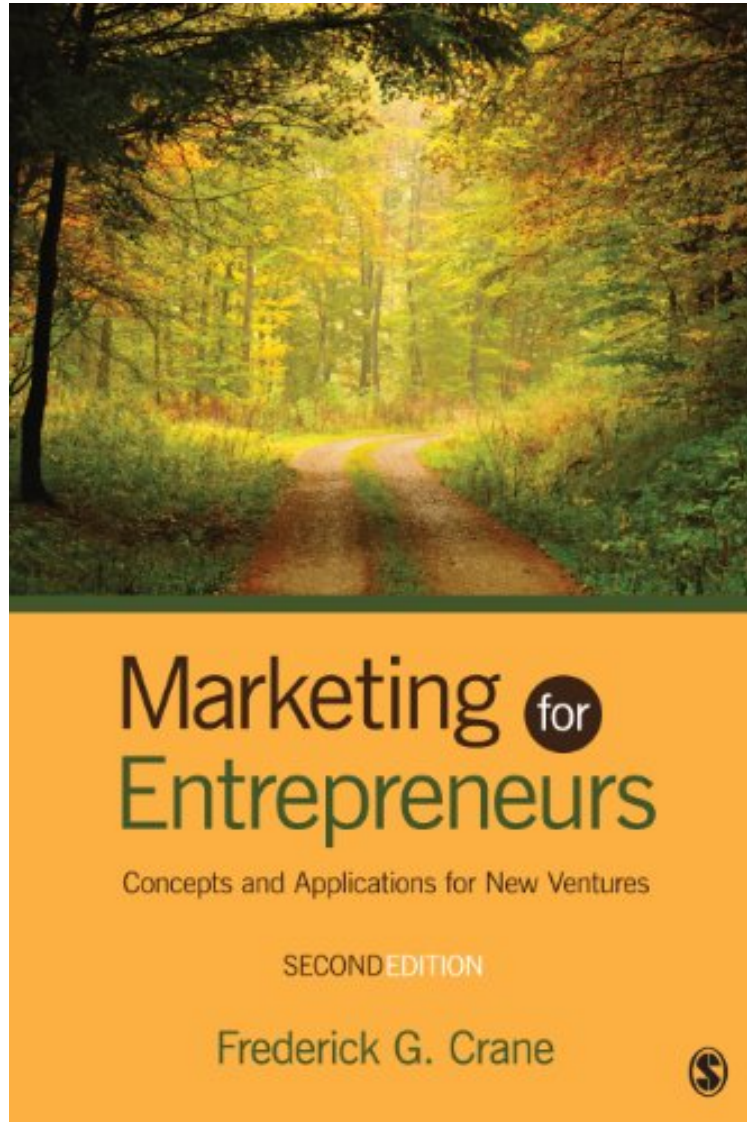


Marketing for Entrepreneurs: Concepts and Applications for New Ventures: Volume 2

Frederick G. Crane

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Using the latest research and information on entrepreneurial marketing, including consumer behavior, social media, and intellectual property, the Second Edition of *Marketing for Entrepreneurs* provides practical insights, strategies, and tips on how to apply entrepreneurial marketing concepts to increase the chances of venture success. Business expert and influential author Frederick G. Crane focuses on how to use marketing to find, evaluate, and exploit the right venture opportunity. He then walks students and professionals through the various phases and steps of the marketing process, highlighting what is unique to and effective for entrepreneurial pursuits. Written for existing entrepreneurs and potential entrepreneurs alike, this book guides readers from where they are to where they want to be!

About the Author Frederick G. Crane is an executive professor of Entrepreneurship Innovation at the College of Business at Northeastern University, Editor of the *Journal of the Academy of Business Education*, and co-founder of Ceilidh Insights LLC, an innovation management training, intellectual property consulting, and consumer insight company. He was formerly a professor of marketing and entrepreneurship at the University of New Hampshire and a chair and full professor at Dalhousie University. He currently teaches courses in entrepreneurship, innovation, and entrepreneurial marketing. His academic research activities have resulted in more than 100 publications, including fifteen books. Additionally, he currently serves on the editorial boards of several academic journals. His current research stream intersects the domains of marketing, entrepreneurship, corporate venturing, and innovation, and he is conducting ongoing research on the psychology of entrepreneurship, entrepreneurial education, entrepreneurial branding, and innovation readiness. Dr. Crane is also an award-winning educator who has received numerous honors for teaching excellence over the past twenty years.