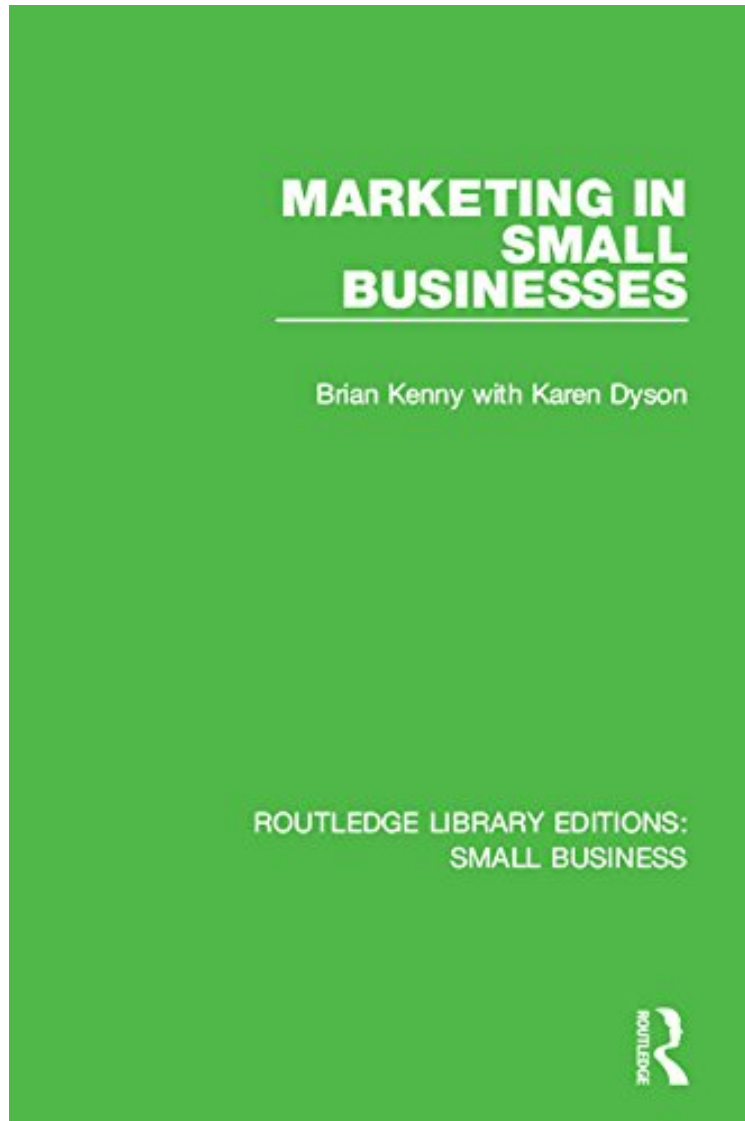


Marketing in Small Businesses: Volume 10 (Routledge Library Editions: Small Business)

Brian Kenny, Karen Dyson

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Written especially for owners and employees of small businesses, as well as students in this specialized area, this

book, originally published in 1989, is a concise introduction to marketing in the small business. It focuses on the nature of marketing and the benefits of its applications, even where resources are limited. Stressing the marketing strategy issues and the need for marketing information, it discusses the scope and limitations of marketing and its relevance for small businesses. The book covers specific areas of marketing decisions relating to product, pricing, distribution and promotion and it also deals with specialist themes, notably international and government markets, franchising and technology. Case examples are included throughout the text, and detailed case studies are given at the end of each chapter.