

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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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 ...

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