



ENTREPRENEURIAL MARKETING: COMPETING BY CHALLENGING CONVENTION (Paperback)

By Dr Ian Chaston

Purdue University Press, United States, 2000. Paperback. Condition: New. Language: English . Brand New Book. The success of such individuals as Bill Gates, Richard Branson, Anita Roddick is based upon the simple principle of understanding how other organizations operate in the market - and then doing something completely different. This book shows how any individual can develop successful business strategies by defining the conventions that exist in a market and then determining strategies for breaking with these conventions. This book is highly recommended for students and professionals who want an exciting, relevant, and innovative approach to management and marketing.



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