

## Entrepreneurial Marketing

### Global Perspectives

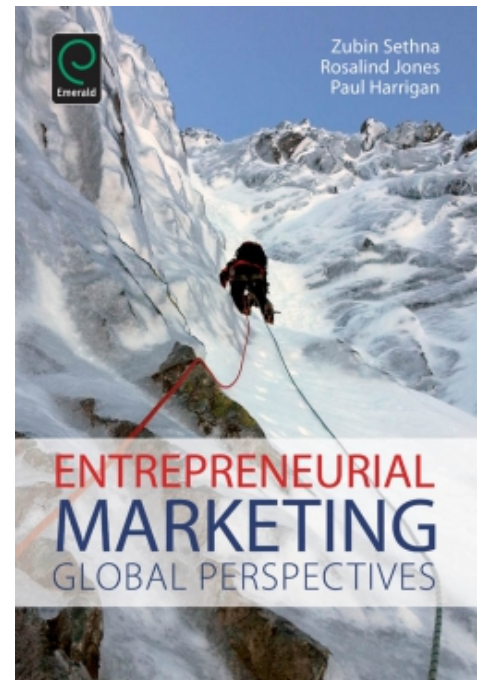
Zubin Sethna

Rosalind Jones

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### About the Book

This title presents important theoretical developments with regard to research at the entrepreneurship and marketing interface. The editors have invited acknowledged authors working in this exciting discipline, from around the world, to divulge and present in a comprehensive format, a book which addresses critical issues for businesses, both small and large, from a global perspective.



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