

Rethinking Marketing: The Entrepreneurial Imperative, 2009, Minet Schindehutte, Michael H. Morris, Leyland F. Pitt, 0132079496, 9780132079495, Pearson Education, Limited, 2009

For undergraduate and graduate courses in marketing and entrepreneurship. This book rethinks the basic building blocks of marketing with an entrepreneurial perspective.

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Essentials of Marketing , Frances Brassington, Stephen Pettitt, 2007, Marketing, 545 pages. Contents include marketing dynamics, the European marketing environment, buyer behaviour, segmenting markets, marketing information and research and marketing management.

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