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## MARKETING FOR ENTREPRENEURS



Pearson Education Limited, United Kingdom, 2009. Paperback. Book Condition: New. 214 x 136 mm. Language: English . Brand New Book. Entrepreneurs are great at coming up with new ideas and, often by sheer passion alone, getting their business started. But for long-term success they must be aware of the secrets of marketing. Even if they don't always market their product themselves, they need to understand the processes enough to ensure that the job is being done well. The book...

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- Authored by Jürgen Wolff
- Released at 2009



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