



Rethinking Marketing: The Entrepreneurial Imperative

By Minet Schindelhutte, Michael Morris, Leyland Pitt

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Rethinking Marketing: The Entrepreneurial Imperative By Minet Schindelhutte, Michael Morris, Leyland Pitt

This book rethinks the basic building blocks of marketing with an entrepreneurial perspective.

Asks questions using a “what if?” compass in which the emphasis is on asking the right questions, rather than finding the right answers. For entrepreneurs looking to make sense of the many new contributions that have redefined marketing.

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