



Rethinking Marketing: The Entrepreneurial Imperative

By Minet Schindehutte, Michael Morris, Leyland Pitt

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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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