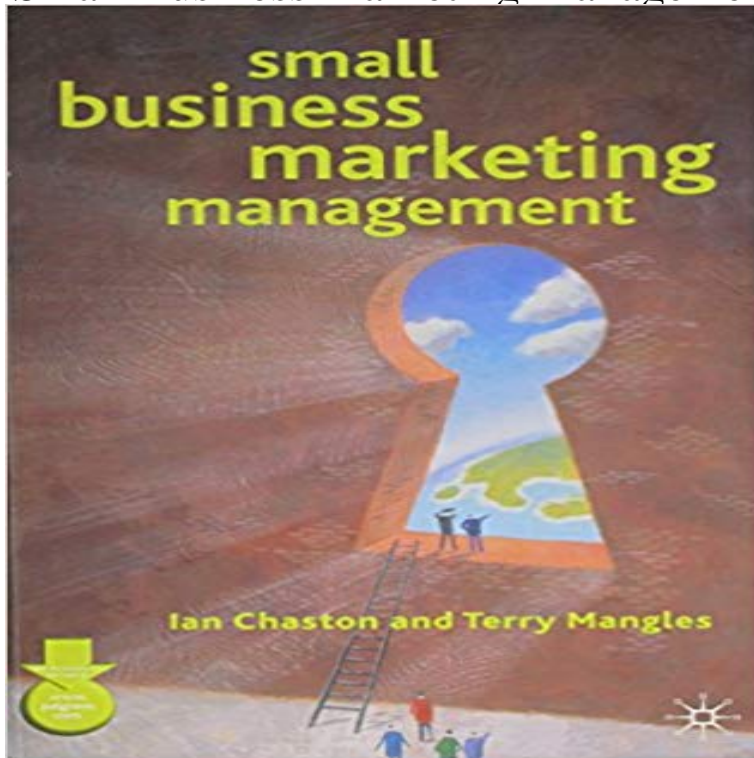


Small Business Marketing Management



This title is designed to demonstrate how small firm performance is impacted by effective marketing. The text uses both published research and real world case studies to provide a text covering the key aspects of the small business marketing process. As such it provides realistic, validated-through-research management models and theories concerning the realities of small business marketing to show how marketing can be used to enhance small firm performance.

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