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Frederick G. Crane is an executive professor of Entrepreneurship & Innovation at the College of Business at Northeastern University, Editor of the Journal of the Academy of Business Education, and co-founder of Ceilidh Insights LLC, an innovation management training, intellectual property consulting, and consumer insight company. He was formerly a professor of marketing and entrepreneurship at the University of New Hampshire and a chair and full professor at Dalhousie University.

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Professor Crane ' s current research focus is on corporate innovation, the branding of new service ventures, the psychology of entrepreneurship, and entrepreneurship education. He teaches courses in innovation, innovation and enterprise growth, and entrepreneurial marketing. Industry & Academic Experience

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Marketing For Entrepreneurs Concepts And Applications For
Marketing for Entrepreneurs, Author - Frederick G. Crane The
Entrepreneurial Marketing Plan (chapter 11) In very specific terms,
map out your marketing opportunity and detail the marketing actions
required to exploit this opportunity, effectively and profitably. What
are the most important tasks that you must complete to exploit the
opportunity?

Marketing for Entrepreneurs, 2nd Edition provides insights, strategies,
and tips on how to apply entrepreneurial marketing concepts to
increase the chances of venture success. The text focuses on how
marketing can be used to find, evaluate, and exploit the right venture
opportunity. It then walks students and professionals through the
various phases and steps of the marketing process, highlighting
specifically what is unique to and effective for entrepreneurial pursuits.
Key Features Practical Application: Each chapter is written to allow
readers to readily apply the concepts to their individual ventures.
Unique Focus: The author looks beyond the "4Ps" to address forces in
the external marketing environment. Comprehensive Coverage: This
book provides everything aspiring entrepreneurs need to know about
leveraging marketing in the development and promotion of new
products and services, including opportunity assessment, research,
understanding customers and competitors, branding, pricing, and
creating a market plan. Pedagogical Highlights Entrepreneurial
Marketing Spotlights illustrate how successful entrepreneurs use
contemporary marketing techniques, providing real-life examples for
readers. Entrepreneurial Exercises encourage readers to apply what
they have learned, promoting deeper understanding and retention.

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Key Takeaways summarize material covered in the chapter, allowing students time to review before advancing in the text

Marketing for Entrepreneurs provides students with practical insights, strategies, and tips on how to apply marketing concepts to increase the chances of new venture success. Author Frederick G. Crane focuses on how readers can use marketing to find the right opportunity, develop valuable new products and services, and create memorable brands. He walks students through each phase of the marketing process. Packed with help tips and profiles of successful entrepreneurs, this practical text includes the tools readers need to launch and sustain successful ventures. The new Third Edition includes a new chapter on social media marketing, new examples and profiles, and new coverage of timely topics such as user experience research, data analytics, MVPs, surge pricing, and just-in-time inventory.

Using the latest research and information on entrepreneurial marketing, including consumer behavior, social media, and intellectual property, the Second Edition of Marketing for Entrepreneurs provides practical insights, strategies, and tips on how to apply entrepreneurial marketing concepts to increase the chances of venture success. Business expert and influential author Frederick G. Crane focuses on how to use marketing to find, evaluate, and exploit the right venture opportunity. He then walks students and professionals through the various phases and steps of the marketing process, highlighting what is unique to and effective for entrepreneurial pursuits. Written for existing entrepreneurs and potential entrepreneurs alike, this book guides readers from where they are to where they want to be!

This book shows students how to build successful new enterprises: to conceive, plan, and execute on a new venture idea. Based on research findings, the authors' own experiences and their work with dozens of young entrepreneurial companies, the book shows how innovation is inextricably linked with entrepreneurship. It breaks down all the key

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steps necessary for success, provides in-depth cases of companies from a variety of industries (with a focus on technology firms), and includes Reader Exercises at the end of each chapter that can be used for team activities.

Structured around the idea that innovation is at the core of successful entrepreneurship, *New Venture Creation: An Innovator's Guide to Startups and Corporate Ventures, Second Edition* by Marc H. Meyer and Frederick G. Crane is an insightful, applied-methods guide that establishes innovation as a necessary first step before writing a business plan or developing a financial model. With a focus on pragmatic methods, this guide helps students develop the innovative concepts and business plans they need to raise start-up capital.

Poor marketing is often cited as a reason behind the failure of entrepreneurial ventures, even when the idea in the first place may have been sound. This title moves beyond the classic theory and demonstrates the application of marketing in an entrepreneurial context.

A new product, a new service, a new company, a new division, a new anything - where there's a will, Kawasaki shows the way with his essential steps to launching one's dreams.

Introduction -- China's Sputnik moment -- Copycats in the Coliseum -- China's alternate Internet universe -- A tale of two countries -- The four waves of AI -- Utopia, dystopia, and the real AI crisis -- The wisdom of cancer -- A blueprint for human co-existence with AI -- Our global AI story

In the last century, we have witnessed the rise of a new kind of company, one that leverages on a new business model — the

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platform. Though platform companies are very common, they can take extremely diverse forms in today's business landscape. People use the term 'platform' to mean many different things. Managers are often confused about which is platform business and which is not. When it comes to platform strategy, things become even more complicated. Using real world examples, this book acts as a primer for platform strategy, discussing the underlying mechanism of various types of platform models to help people understand what platform business is and what they can do with it. Theories and frameworks appropriate for understanding platform business are introduced and related cases follow to support readers' understanding. The diverse and international case studies analysed range from IBM's horizontal production platform, to the digital platform of China's breakout smartphone star, Xiaomi. This book will not only enable readers to understand platform business, but also teach them how to harness these frameworks to build effective strategies for their own platform business pursuits.

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