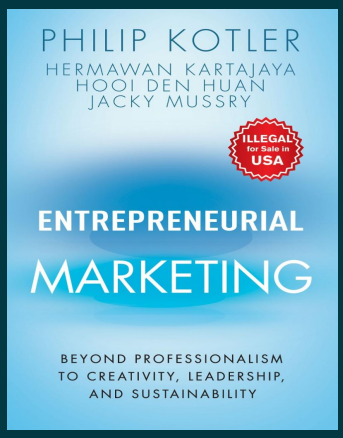
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Entrepreneurial Marketing: Beyond Professionalism to Creativity, Leadership, and Sustainability

By Philip Kotler, Hermawan Kartajaya, Hooi Den Huan, Jacky Mussry

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Description

Marketing legend Phil Kotler and his colleagues explain why the conventional "professional" approach to marketing is no longer enough. Marketers must be more entrepreneurial, creative, and risk-taking, if they are to adapt to the challenges of the post-pandemic digital world. Entrepreneurial Marketing explains the basics of professional marketing and marketing operations, but also how this foundation must support entrepreneurial thinking and risk-taking. This marriage of professional and entrepreneurship is the new capability marketers need to grow their companies in the next ten years. Each chapter starts with a global or regional case study.

About the Author

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