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portfolio of high-value, low-cost marketing solutions that fully
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Discover New Entrepreneurial Marketing Strategies for Supercharging Profits and Sustaining Competitive Advantage! This practical guide shows how to use modern entrepreneurial marketing techniques to differentiate your company in the eyes of customers to achieve sustainable profitability. The authors focus on innovative strategies and tactics, pioneered by some of today's most successful and disruptive companies, including Google, Quidsi (diapers.com), Apple, Victoria's Secret, Anki, Pebble, ...

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Based on The Wharton School of the University of Pennsylvania's pioneering Entrepreneurial Marketing course, this edition is fully updated to reflect what works in the marketplace today. Guided by the authors' ongoing collaboration with dozens of high-growth companies, it offers pragmatic, new insights into which marketing programs and distribution channels are likely to succeed , and how to leverage them in your unique business environment, even with strictly limited resources.

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Pricing is typically the most difficult marketing decision for most firms. It is also probably the most important because it ultimately determines how much money a company can make.

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But I can always go to my team for discussions and debates; they challenge me. I also discuss with my husband, my sister, and my brother-in-law, who are all supportive and work in the startup space,” she says. FableStreet is a team of 130, with the core team of

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