



Entrepreneurial Marketing: Lessons from Wharton's Pioneering MBA Course

Leonard M. Lodish, Howard Lee Morgan, Amy Kallianpur

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The first and only guide to a subject of vital interest to every entrepreneur

Written by an author team that brings together the expertise of two leading Wharton academics and an entrepreneurial superstar, *Entrepreneurial Marketing* arms entrepreneurs with cutting-edge marketing approaches-including the latest Web-based segmentation and positioning techniques-that will provide their new ventures with solid foundations on which to build, grow, and thrive.

- The first book devoted exclusively to marketing strategies for new entrepreneurial ventures
- Covers cutting-edge strategies for finding, exploiting, and even creating powerful niche marketing opportunities for new ventures on the Internet

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