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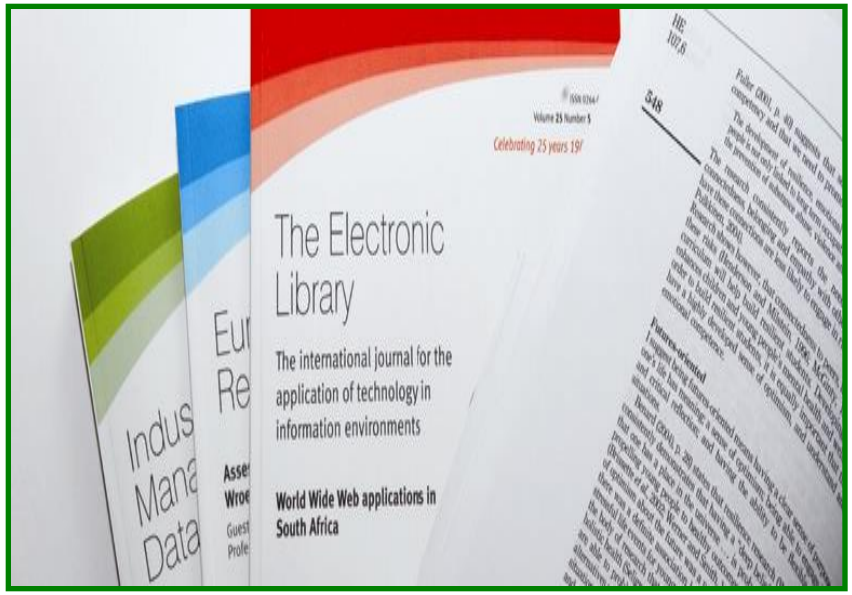

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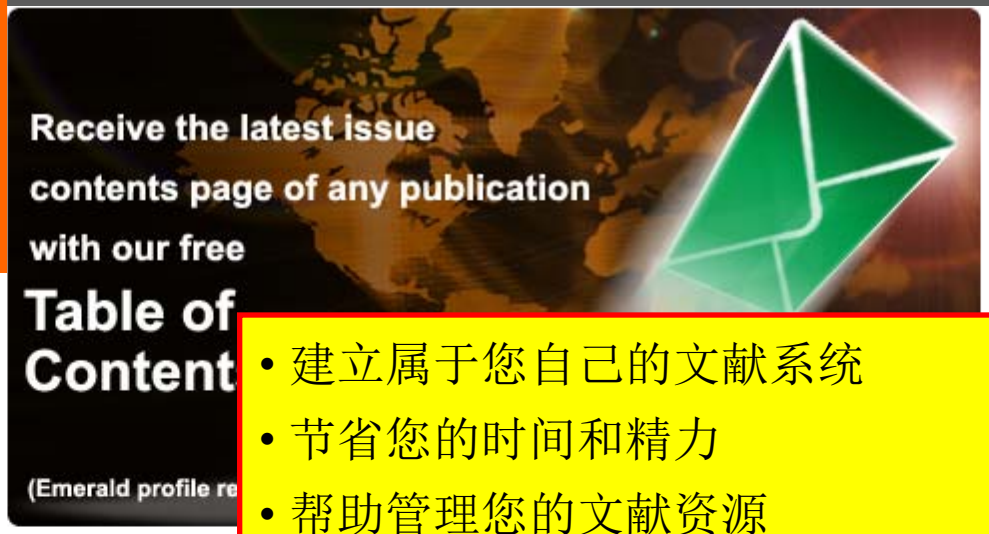

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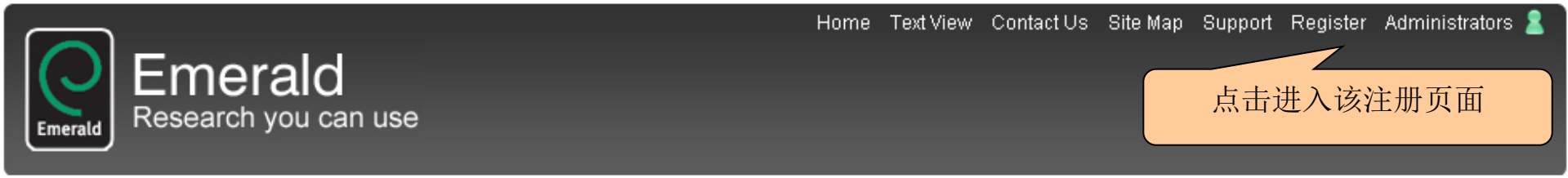

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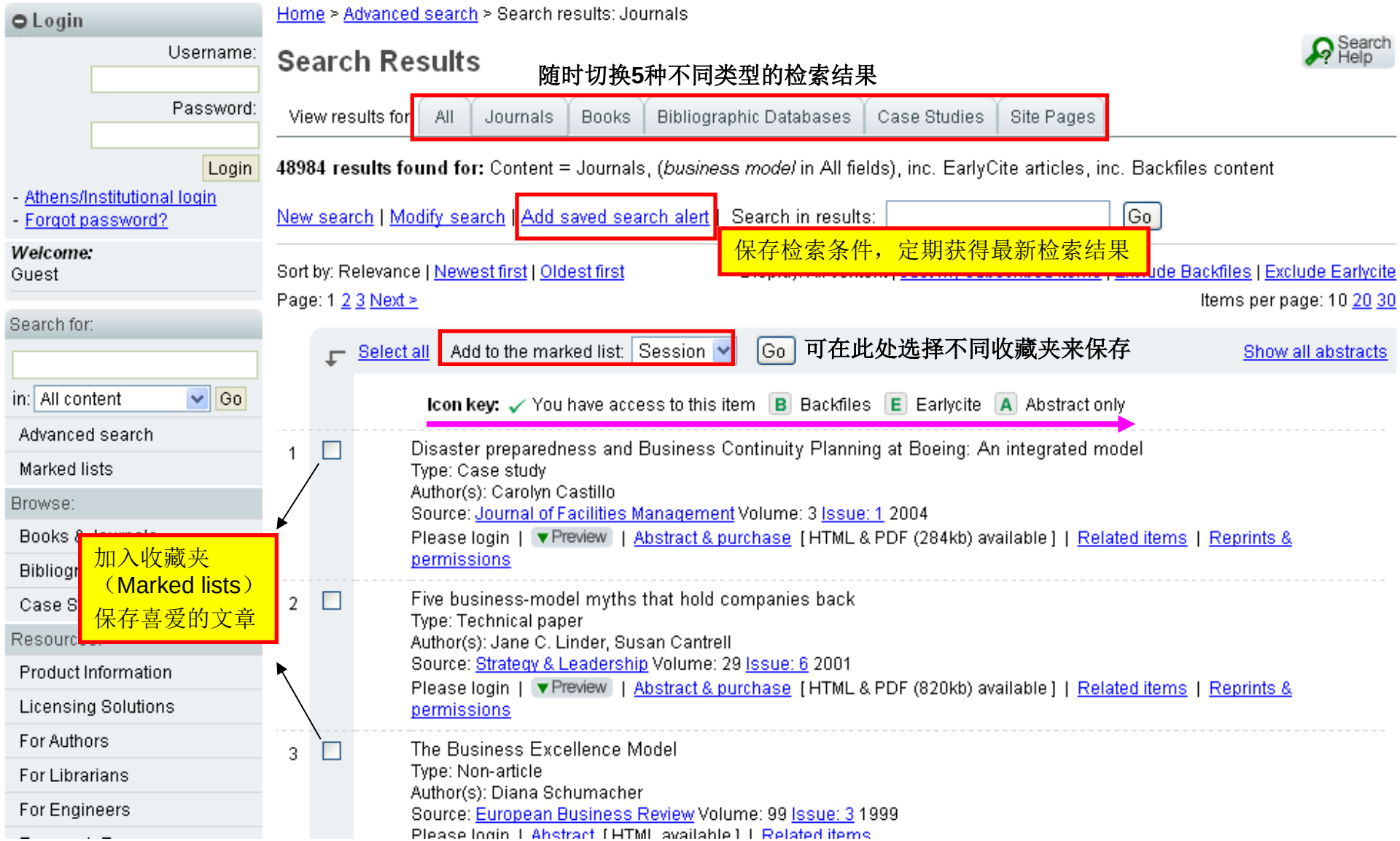

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Journal of Research in Marketing and Entrepreneurship
ISSN: 1471-5201
Online from: 1999
Subject Area: Marketing
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Entrepreneurial and SME marketing

DOI (Permanent URL): 10.1108/14715201111176426

Article citation:
Audrey Gilmore, (2011) "Entrepren ... nd Entrepreneurship, Vol. 13 Iss: 2, pp.137 - 145

The Authors

Audrey Gilmore, ***University of U***

Abstract

Purpose – The purpose of this pa... and small to medium-sized enterp... owner/managers adapt and use m... enterprise. Initially, the paper will ... entrepreneurs and SMEs owner/m...

Design/methodology/approach ... experience of working with entrepr... characteristics and frameworks of ... emphasis on a pragmatic approac... "do" business.

Findings – The main body of the paper focuses on the nature of entrepreneurial marketing typically used by SMEs. The key themes of the discussion are how entrepreneurs and SME

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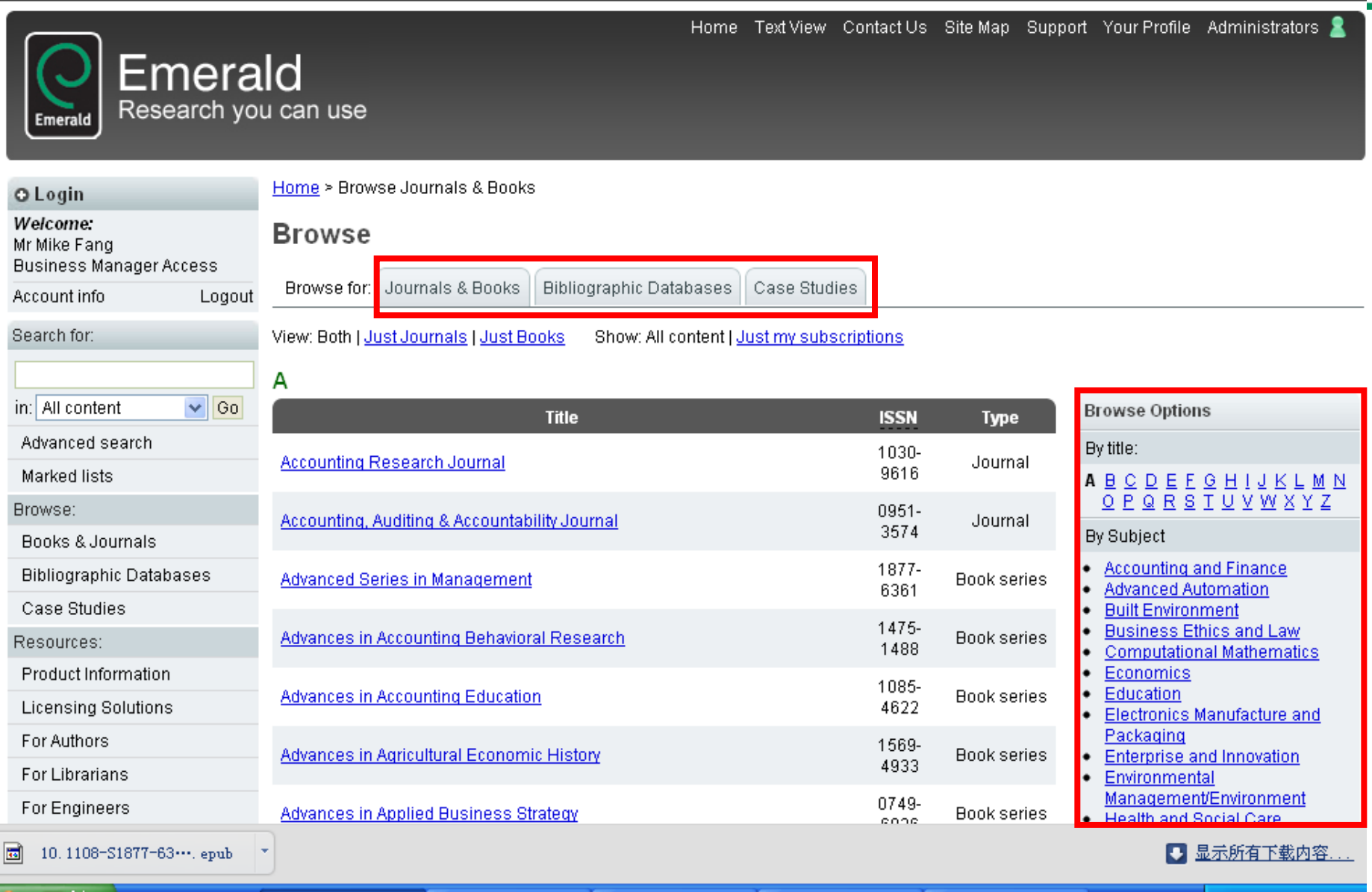

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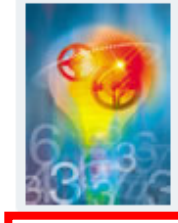

Do you want to get to know researchers in your field from all over the world?
Do you need to find collaborative research partners?
Would you like to showcase your work and have like-minded professionals contact you?

Emerald Research Connections is an online meeting place for the academic and corporate research communities, providing the opportunity for researchers to present their own work and interests, and find others to participate in future projects or simply share ideas.

Create Your Profile

Promote your research and experience, develop your career and allow others to contact you.

Create your Profile

Search Research Connections

Finding like-minded research professionals is now easier than ever.

Search | Browse

- If you would like to know more about the benefits of creating your profile on Emerald Research Connections, please view our Research Connections benefits page.
- Do you still have any unanswered questions regarding Emerald Research Connections? If so, see our FAQ and contacts page.

国际会议信息

Emerald

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Research Zone

- Research Awards
- Winning Research Funding
- How To Guides
- Research Connections

Home > Research Zone > Conference Central

Conference Central

Events organizers
If you would like to promote your conferences and events with us feel free to add an event to our moderated list. In addition, you can also list call for papers for forthcoming events or your conference proceedings.

Events

Search: Submit

Browse Options

Start date: Select Date and End date: Select Date (DD-MM-YYYY)

Subject is: All subjects

Event type is: All In region: All Submit

Order by: **Name** (asc) | Date | Country | Type

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Items per page: 10 20 30 40

Conference 13th Dec 2011 to 15th Dec 2011

[CIIA'11] 3rd INTERNATIONAL CONFERENCE ON COMPUTER SCIENCE AND ITS APPLICATIONS - CIIA'11

Location: Saida, Algeria

Conference 10th Nov 2011 to 11th Nov 2011

10th European Conference on e-Learning - ECEL 2011

Location: Brighton Business School, University of Brighton, UK

Learning Zone-学习园地

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Research Zone

Learning Zone
- Management Skills
- Management Thinking
- Study Skills and Student Life
- Literature Reviews Collection

Learning Zone

Resources for those studying MBAs, degrees, executive courses and business-related subjects

Emerald's Learning Zone includes a selection of useful resources to complement learners at all levels.

Study skills assist students in developing the skills they need to succeed in higher education. Management thinking and management skills are dedicated sections for working managers and those studying management. Our literature reviews collection provides a fully searchable and browsable, dynamic and ever-growing collection of reviews.

管理技巧

管理学大师访谈录

Management skills

Handy introductions for students or essential management skills for developing managers. Guides in this section include communication and time management plus many more.

Management Thinking

Short, distilled summaries of the latest Management Thinking articles plus interviews with those who shape business today. Use these resources to enhance your management knowledge.

学习技巧

Study skills and student life

Articles and guides designed specifically to help students develop the key skills they need to succeed in higher education. Learn about writing dissertations, note taking and much more.

Literature reviews collection

Valuable literature reviews gathered together in a quick and convenient place for researchers to find a starting point for their next piece of work or to identify gaps in the current literature.

MP3格式的学习资源

Podcasts

Emerald podcasts are media files that can be played on a computer or portable media device. Our podcasts draw upon content from the Emerald Management Reviews database. Enjoy Emerald content on the move!

Emerald Reading ListAssist

Emerald Reading ListAssist is a complimentary new reading list service for Emerald subscribers, drawing together a diverse range of Emerald's cross-disciplinary journal and book content.

Teaching Zone-教学园地

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For Engineers
Research Zone
Learning Zone
Teaching Zone
Teaching Insights
Issues in Education
Case Studies Collection

Teaching Zone

Resources for teaching faculty and students in business and management

Emerald's Teaching Zone is designed to provide support and ideas for faculty involved in teaching business and management.

Teaching insights offer helpful and usable information to anyone in a teaching role who feels they would benefit from a little extra insight into the performance of that role. Case studies are ideal to use as examples of business issues and are updated regularly. Also included are in-depth reviews of management books and interviews which form an interesting and lively snapshot of the people who shape the business and academic fields. Emerald also supports the Global Foundation for Management Education (GFME). For more information, visit

Teaching Zone resources are available to Emerald subscribers. Simply select the "login" bar abo e top of the page and use your current name and password to access.

案例集

Teaching insights

Teaching insights into writing and running courses, schemes of work for existing courses, and tips on conducting lectures and tutorials.

Case studies collection

Suitable for learning and teaching, an assortment of case studies that are ideal to use as illustrations of business an

名人访谈录

Issues in education

What's new in education? What are the current hot topics and who is adopting them? Visit our Issues in education sec with the latest develop

书评

Interviews collection

Interviews with leading figures – lively conversations with people who shape the business and academic fields.

推荐文章列表

Book reviews collection

Reliable, in-depth book reviews in the management field. Written by academics for students, teachers and researchers.

Emerald Reading ListAssist

Emerald Reading ListAssist is a complimentary new reading list service for Emerald subscribers, drawing together a diverse range of Emerald's cross-disciplinary journal and book content.

Multimedia Zone-多媒体园地

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Research Zone

Learning Zone

Home > Multimedia Zone

Featured video: Dr. Henry Azzam

Dr. Henry Azzam joined Deutsche Bank in May 2007 as Chief Executive Officer for Middle East and North Africa Region (MENA).

Before that Dr. Azzam was Chief Executive Officer of Amwal Invest, an investment bank he founded in 2005. In addition he held the position of chairman of Dubai International Financial Exchange (DIFX).

Video Channels

Video interviews and presentations

Choose a channel below to access interviews with management experts and contributors to Emerald books and journals.

Talking Management

The Talking Management Series features insightful interviews with leading business figures and management writers.

Talking Management...

Editor/Author Interviews

Watch interviews and hear the thoughts of key Emerald contributors to books and journals in this channel.

Editor/Author Interviews...

Emerald in 2011

This channel features short videos and seminars introducing the key benefits of Emerald products and

www.emeraldinsight.com

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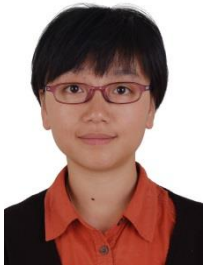

任何疑问，随时联系：

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010-82306438 ops@emeraldinsight.com.cn