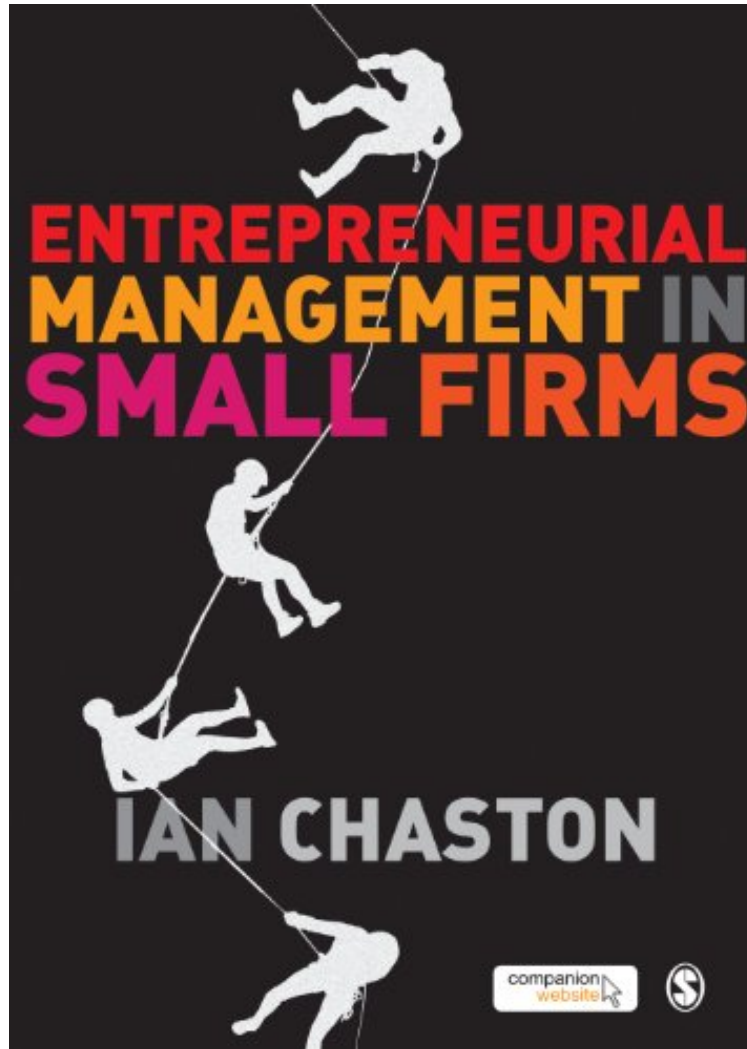


# Entrepreneurial Management in Small Firms

*Ian Chaston*

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Recognizes that small businesses are not just "little big businesses," that they define a relatively unique management context ... a useful tool for studying entrepreneurial management in small firms, packed with pertinent case studies

Professor Pauric McGowan Director of the Northern Ireland Centre for Entrepreneurship (NICENT), University of Ulster This textbook carefully examines how small businesses identify new entrepreneurial opportunities, undertake effective market research, develop new products and launch them into the market successfully with appropriate marketing strategies...Undoubtedly the author has made an effort to arouse the entrepreneurial enthusiasm of business school students in their future careers. In addition they will be convinced that the abstract theoretical concepts in the book are actually adapted by different industrial sectors in the real world

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Jinmin Wang The International Journal of Entrepreneurship and Innovation About the Author Ian Chaston is Managing Director and founder of Moustaining Ltd, a spin off company from the University of Plymouth responsible for delivering the institution's e-based distance learning program. Ian was previously Professor in Marketing and Entrepreneurship at the Plymouth Business School. Ian is also a Research Professor in Entrepreneurship at CENTRUM Catolica Business School in Lima, Peru.