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Professor Kerin is a frequent participant in executive development



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Professor Rudelius has co-authored other marketing textbooks. His articles have appeared in leading academic journals. During the past ten years, he has taught extensively in Europe; he

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serves on the board of directors for several business and not-for-profit organizations.

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Hartley was formerly the chair of the Department of Marketing at the

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University of Denver, and has taught at the University of Colorado, the University of Minnesota, and in several executive development programs. His teaching interests include principles of marketing, marketing research, and marketing planning.

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Roger A. Kerin is the Harold C. Simmons Distinguished Professor of Marketing at the Edwin L. Cox School of Business, Southern Methodist

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University in Dallas, Texas. Professor Kerin holds a B.A. (magna cum laude), M.B.A., and Ph.D. from the University of Minnesota. His teaching and research interests lie in marketing planning and strategy, product management, and financial aspects of marketing ...

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Promotion, and industry marketing.

One of the primary reasons most often cited for the failure of a new venture is the entrepreneur's inability to identify and exploit the 'right idea'. This is directly connected to the concepts and principles of marketing, specifically:

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Knowing what to produce and knowing what not to produce. Additionally, even if the entrepreneur has the right idea, many experts cite weak marketing efforts (marketing execution) as another reason for venture failure. Marketing for Entrepreneurs moves beyond the classic 4Ps and

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demonstrates the application of marketing in an entrepreneurial context. Traditional marketing texts are incapable of addressing marketing concepts directly applicable to the entrepreneur's unique situation. Furthermore, general entrepreneurship books are also not applicable because

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they tend to focus on management teams or the development of business plans while failing to address critical marketing dimensions.

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting

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timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from

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Ethos: how credible is your business plan? Pathos: does your business plan elicit an emotional response? Logos: is your business plan logical? Just as Aristotle divided his appeals, or means of persuasion, into the categories of Ethos, Pathos, and Logos, so will you leverage these “three musketeers” to

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business is established, it's important to have a plan to remember why you started the business in the first place, and to keep track of your goals and aspirations. A must read for new and established entrepreneurs, *The Three Musketeers and Your Business Plan* will give you the necessary tools to

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