



## **Literature for ENTN06, Entrepreneurial Marketing applies from autumn semester 2020**

**Literature established by Academic Director of Studies at Department of  
Business Administration on 2020-02-20 to apply from 2020-02-20**

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Morrish, S. C., Miles, M. P., & Deacon, J. H. (2010). Entrepreneurial marketing: acknowledging the entrepreneur and customer-centric interrelationship. *Journal of Strategic Marketing*, 18(4), 303-316.

Jones, R., & Rowley, J. (2011). Entrepreneurial marketing in small businesses: A conceptual exploration. *International small business journal*, 29(1), 25-36.

Fitzpatrick, R. (2019). The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you. Rob Fitzpatrick.