

Strategic Marketing for Social Enterprises in Developing Nations

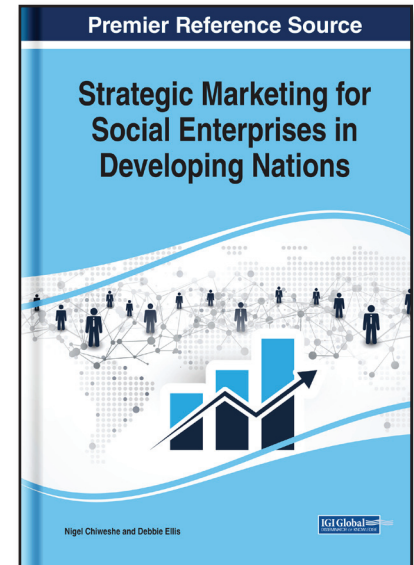
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

Many governments in developing nations are finding it nearly impossible to address challenges posed to their countries, including poverty, disease, and high levels of youth unemployment. Thus, social entrepreneurs are attempting to address these social challenges through the creation of social enterprises. However, further research is needed as to what social entrepreneurship is and how these enterprises can utilize and formulate marketing strategies.

Strategic Marketing for Social Enterprises in Developing Nations provides innovative insights for an in-depth understanding of where marketing and social entrepreneurship interact, providing clarity as to what social entrepreneurship is as an organizational offering, what drives social entrepreneurship, and the formulation of marketing strategies for social enterprises. Highlighting topics such as income generating, marketing management, and media dependency theory, it is designed for managers, entrepreneurial advisors, entrepreneurs, industry professionals, practitioners, researchers, academicians, and students.



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Topics Covered:

- Branding Process
- Ethics of Marketing
- Income Generating
- Marketing Management
- Media Dependency Theory
- Microentrepreneurship
- Mobile Marketing
- Sharing Economy
- Strategic Management
- Sustainable Development

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