

# **Marketing And Entrepreneurship: Research Ideas And Opportunities By Gerald E. Hills**

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### **Journal of business-to-business marketing part**

Review section of the Journal of Business-to-Business Marketing. and Opportunities, edited by Gerald E. Hills. Entrepreneurship: Research Ideas and

### **A value creation view of opportunity recognition**

and SME owners engage in opportunity recognition and marketing opportunities perceived than formal market research,

### **Research at the marketing/ entrepreneurship**

at the Marketing/ Entrepreneurship Interface Editors Gerald E. Hills David J. Hansen University of Illinois at Chicago Opportunities: Choices and

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Department of Marketing & Entrepreneurship. Prof. Seshadri Tirunillai won the 2015 Lehmann Award for best dissertation based article in Journal of Marketing Research.

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Gerald E. Hills, Claes M. Hultman, New Venture Ideas and Entrepreneurial Opportunities: Journal of Research in Marketing and Entrepreneurship, vol. 12,

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### **Opportunity recognition - slideshare**

Feb 03, 2008 Research Ideas and Opportunities, Gerald E. Hills Product Concept Specification , in Research at the Marketing/Entrepreneurship

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innovation and entrepreneurship. BU topics, and industries. Gartner Research is provided to the BU community see the Marketing & Advertising Research

## **The evolution and development of entrepreneurial**

The Evolution and Development of Entrepreneurial Marketing. Journal of Research in Marketing and Entrepreneurship, Gerald E. Hills, Claes Hultman, Research in

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## **Intelligent failure and the entrepreneur s**

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## **How to research your business idea - entrepreneur**

an adjunct professor of marketing at the their ideas. "SWOT enables an entrepreneur to research end up being great successes. "Ideas that

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of Illinois at Chicago Gerald E. Hills University of examines differences in ideas, opportunities and E. Hills (ed.) Marketing and Entrepreneurship:

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