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BUSINESS CONSULTING: A MARKETING STRATEGY FOR THE ENTREPRENEUR
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Abstract

The purpose of this study is to propose a framework of a marketing strategy for business consulting entrepreneurs. Although research related to entrepreneurial marketing for business-consulting firms is minimal, the intent is to create a foundation for additional research. With a case study research methodology and a review of the literature on entrepreneurial marketing, this study synthesizes this research into a framework for entrepreneurs to create a marketing strategy for their business consulting firms. Albeit in its infancy, entrepreneurs of business-consulting firms may be able to glean important marketing elements for the creation of a marketing strategy.

Keywords

entrepreneur, marketing, strategy, small business