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Sommario/riassunto	This book endorses entrepreneurial philosophies and develops a conceptual thinking for redefining organizational design to achieve operational efficiencies. It aims at bridging entrepreneurial theories with strategies in practice. The book discusses entrepreneurial business modeling by mapping the entrepreneurial mindset and analyzing cognitive inputs to drive entrepreneurial efficiencies. This book also discusses effectiveness of marketing strategies, causes, and effects of marketing strategies on entrepreneurial performance, organizational design practices, and design-to-market concept in the context of contemporary organizational and operational designs. Ananya Rajagopal holds Ph.D. in Administration with focus on Entrepreneurship and Marketing Strategies from EGADE Business School. She has published several papers in international journals of repute and contributed research works in international conferences and edited books. She currently holds the position of Research Professor at Anáhuac University, Mexico.