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Nota di contenuto	Contents; Abstracts & keywords; Guest editorial; Crafting a competitive advantage: tempering entrepreneurial action with positioning-based values; Understanding practices at the "ethnic" marketing/entrepreneurship interface: a case study of Kirit Pathak; Marketing in the social enterprise context: is it entrepreneurial?; The nature of networking in small firms; Laments and serenades: relationship marketing and legitimation strategies for the cultural entrepreneur; Relationships, marketing and small business: an exploration of links in theory and practice
Sommario/riassunto	The essence of entrepreneurship is "effectual action". Researchers at the entrepreneurial/marketing interface suggest that small firms adapt marketing theory to their needs, undertaking a range of emergent actions in response to day-to-day events and problems, without recourse to formal planning or research. By way of contrast, brands require guided action, in order to build a sustainable position in the marketplace, while research also reveals that small specialist firms increase their chance of failure if they undertake a range of unguided actions that lead to niche drift. Based upon an in-d