Abstract: This paper is about the development of new concepts and theories for Entrepreneurial Marketing. The aims of our investigation are two fold. First, we examine the interaction between Marketing and Entrepreneurship by analysing the key interdisciplinary issues shared by the emerging field of Entrepreneurial Marketing (henceforth referred to as EM). We discuss the synergy between marketing and entrepreneurship and the role of their shared affinities in the development and integration concepts shared by them into coherent body of theories for EM. Secondly our paper then develops the explanatory analysis that specific practices and concepts from the Marketing discipline (such as Customer and value creation) represent key issues shared by Entrepreneurship and Marketing, and that any theory relevant to this field should incorporate and explain these practices and concepts. To accomplish this, we first examine a number of established research traditions such as those based on behavioural orientation, Resources-Based Views, the Schumpetarian tradition, and those that combine a number of this traditions in entrepreneurial marketing. These traditions we shall argue, enables one to explore the knowledge content embedded within concepts and theories for EM. Examining these concepts are, therefore, of crucial importance to propounding distinctive theory(s) for EM. In turn, theoretical specificity for EM is important because it will facilitate the process of integrating a variety of viewpoints, assumptions and emphasis into a coherent body of knowledge. Based on the analysis of existing literature, our study concludes that concepts such as innovation, creativity, opportunity recognition and entrepreneurial value creation are central to theoretical discussion in EM. We then develop the specific argument that the Customer is a principal actor –along with the Entrepreneur- in determining the success and failure of entrepreneurial activities in the competitive market process. We elaborate this theme by arguing that Customer value perception is an important theme for the field of entrepreneurial marketing. We present a critical argument as to why Customers and their value creation should constitute part of the knowledge content of entrepreneurial marketing.