

Entrepreneurial Marketing An Effectual Approach

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Entrepreneurial Marketing An Effectual Approach

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Entrepreneurial Marketing focuses on this special challenge: new marketing methods for new products. Classic core marketing concepts, such as segmentation, positioning, and the marketing mix undergo an "extreme makeover" in the context of innovative products hitting the market.

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Entrepreneurial marketing utilizes a toolkit of new and unorthodox marketing practices to help emerging firms gain a foothold in crowded markets. Many entrepreneurial marketing strategies are born out of necessity. New businesses might have 10, five, or just one person working on their marketing efforts.

Entrepreneurial Marketing | What is Entrepreneurial Marketing?

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Ionita (2012) proposes a definition which suggests that entrepreneurial marketing (EM) is "a set of processes of creating, communicating and delivering value, guided by effectual logic and used in highly uncertain business environments" (Ionita, 2012, p.147).

An effectual approach to online social networking in ...

This is a summary of the book Entrepreneurial marketing: An effectual approach written by E.J. Nijssen. The summary covers the entire book chapter 1-9. Additionally a brief summary of 4 academic papers supportive to the book and part of the course are added at the end of the summary.

Summary entrepreneurial marketing: an effectual approach ...

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