

Entrepreneurial Marketing

This title presents important theoretical developments with regard to research at the entrepreneurship and marketing interface. The editors have invited acknowledged authors working in this exciting discipline, from around the world, to divulge and present in a comprehensive format, a book which addresses critical issues for businesses, both small and large, from a global perspective. Using the latest research and information on entrepreneurial marketing, including consumer behavior, social media, and intellectual property, the Second Edition of Marketing for Entrepreneurs provides practical insights, strategies, and tips on how to apply entrepreneurial marketing concepts to increase the chances of venture success. Business expert and influential author Frederick G. Crane focuses on how to use marketing to find, evaluate, and exploit the right venture opportunity. He then walks students and professionals through the various phases and steps of the marketing process, highlighting what is unique to and effective for entrepreneurial pursuits. Written for existing entrepreneurs and potential entrepreneurs alike, this book guides readers from where they are to where they want to be!

Dieses Lehrbuch stellt die zentralen Konzepte des Entrepreneurial Marketing vor und zeigt auch, wie diese den Marketing-Mix etablierter Unternehmen inspirieren können. Kurze Lerneinheiten, übersichtliche didaktische Module sowie die begleitende Lernkontrolle sorgen für eine nachhaltige Wissensvermittlung. Das Buch richtet sich damit an alle, die sich mit Entrepreneurship und kreativen Marketingansätzen im Rahmen ihrer Aus- und Weiterbildung (auch im Nebenfach) sowie ihrer beruflichen Praxis auseinandersetzen.

Marketing that Works

Handbook of Entrepreneurship and Marketing

Marketing That Works

The Growth of Small Firms in the New Economic Era

Entrepreneurial Marketing for SMEs contextualizes the practice of marketing amongst SMEs, and critically discusses major issues of Entrepreneurial Marketing with a relevant and up-to-date academic body of knowledge.

This timely and incisive Handbook provides critical contemporary insights into the theory and practice of entrepreneurship and marketing in the twenty-first century. Bringing together rich and varied contributions from prominent international researchers, it offers a reflective synthesis of scholarship at the interface between marketing and entrepreneurship.

Entrepreneurial Marketing: A Blueprint for Customer Engagement offers a cutting-edge perspective on how to create a customer-centric, multi-channel marketing program.

A Guide for Startups & Companies With Growth Ambitions

Lessons from Wharton's Pioneering MBA Course

Entrepreneurial Marketing for SMEs

Principles of Entrepreneurial Marketing

Discover new entrepreneurial marketing strategies and techniques for supercharging profits now, and sustaining competitive advantage for years to come! Marketing That Works, Second Edition delivers a comprehensive portfolio of high-value, low-cost marketing solutions that fully leverage today's newest trends, channels, and market opportunities. Based on The Wharton School's pioneering Entrepreneurial Marketing, this edition adds nearly 50% new coverage - highlighting new companies that are redefining marketing today, and illuminating emerging approaches to securing resources and promoting your offers. You'll discover powerful new best practices for social, PR, promotion, advertising, and much more: techniques for getting closer to your customer, reducing acquisition and retention costs, reinforcing positioning and differentiation, and much more. Four cutting-edge marketers present new or extensively revised coverage of: Social media and network externalities (Facebook, Twitter, Waze, Vendop, Dropbox) Advanced social marketing techniques (Fab, Uber, DogVacay) Localization and micromarketing (Milo.com) How to leverage your customer's mass migration to mobile Marketing-enabled sales, and the cultivation of customer relationships and communities (MetricStream, Regalix) Virality: how you can develop messages that desperately "want" to spread Marketing to the consumerized enterprise New approaches to increasing customer retention and strengthening lock in (Amazon Prime, Quidis, Diapers.com) Financing your marketing: cost effective ways to establish value, including crowdfunding (Pebble), Lean Startup, for quickly building and testing concepts and companies, and accelerators (Y Combinator, DreamIt) To help you systematically optimize your marketing investments, Marketing That Works, Second Edition integrates Customer Acquisition Cost (CAC) and Customer Lifetime Value (CLV) benchmark metrics throughout. Wherever you compete - no matter how large or small your company is - this guide will help you grow sales and profits, strengthen your brand, and drive more value from every dime you spend on marketing.

One key for success for an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture. Entrepreneurial Marketing focuses on this and the essential elements of success in order to achieve these needed sales and revenues and then grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of the field.Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and marketing, this book informs and enhances an entrepreneurs' creativity, their ability to bring innovations to the market and their willingness to face risk and change the world. Key components addressed include: identifying and selecting the market, determining the consumer needs cost-effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. Numerous illustrative examples bring the content to life. The mix of theoretical content, examples, empirical analyses and case studies, make this book an excellent resource for students, professors, researchers, practitioners, and policymakers all over the world.

Entrepreneurial Life tells the fascinating history of CaptiveAire, the largest commercial kitchen ventilation company in North America. From the beginning, CaptiveAire's story is not a typical one. Forged by Bob Luddy during a growing recession, with little capital, and as a newcomer to the region-his startup should not have survived, much less taken the trajectory it has had. In these pages, Luddy shares some of the values he learned as one of eight children in a "hard-scrabble, can-do" family and details his take on the type of leadership, innovation, financial management, and marketing strategy that has spurred his manufacturing company to grow at a remarkable pace over the course of forty-plus years at the helm. Entrepreneurial Life reveals Luddy's philosophy on all things entrepreneurship, character, and the skills necessary for achieving your full potential, no matter what your calling.

How to Develop Customer Demand

Boom Start

Antecedents, Elements and Outcomes

Entrepreneurial Marketing: A Blueprint for Customer EngagementSAGE Publications

The book investigates the entrepreneurial marketing (EM) concept within the broader discipline of international entrepreneurship. The analysis of this concept, and designing a model of EM antecedents, elements, and outcomes that was tested on the basis of empirical studies covering companies from three European countries, explores and develops the field of international marketing and entrepreneurship. The book examines the role of entrepreneurial marketing in the internationalization processes of new ventures and adopts both qualitative and quantitative methods for analyzing the antecedents and characteristics of entrepreneurial marketing, as well as their relationships with internationalization activities and firms' performances. It goes on to show how the application of entrepreneurial marketing may lead to an accelerated internationalization of companies originating from a transition market, as well as the Western-European markets. It addresses these topics with regards to entrepreneurial marketing and management and will be of interest to researchers, academics, managers, entrepreneurs, and students in the fields of international business, international marketing, and entrepreneurship.

... Features success stories and lessons learned from eight famous founders. Each Module begins by chronicling the development of the driving philosophies of key successful individuals such as Paul Orfalea, Founder of Kinko's, Inc. and Anita Roddick OBE, Non-Executive Director and Founder of The Body Shop."---BOOK JACKET. Also includes chapters on Christos M. Cotsakos, Guy Kawasaki, Leonard Armato, Ken Park, Dirk Gates, and Nicolas G. Hayek.

Entrepreneurial Marketing

Entrepreneurial Marketing and International New Ventures

Real Stories and Survival Strategies

Entrepreneurial Rise in the Middle East and North Africa

Written by a pioneer of the discipline, this core textbook provides students with a range of tools and techniques to identify and explore entrepreneurial opportunities. Marrying innovative marketing strategies with an understanding of what makes an enterprise successful, this second edition of Entrepreneurial Marketing applies marketing and entrepreneurial theory to organisations of all sizes. Traditionally entrepreneurial marketing has been perceived as the domain of small firms, but this textbook also considers major international companies, analysing their sustained growth and financial success in an increasingly difficult consumer environment. Written by a highly experienced instructor and researcher in the field, this will be an essential resource for students taking modules in entrepreneurial marketing at undergraduate, postgraduate and MBA levels. It will also be valuable for students taking courses on marketing, entrepreneurship and management strategy. New to this Edition: - Revised and updated throughout to take into account new developments in the field - Includes up-to-date and innovative coverage of the public sector, digital marketing and social media

This book examines key contemporary marketing concepts, issues and challenges that affect destinations within a multidisciplinary global perspective. Uniquely combining both the theoretical and practical approaches, this handbook discusses cutting edge marketing questions such as innovation in destinations, sustainability, social media, peer-to-peer applications and web 3.0. Drawing from the knowledge and expertise of 70 prominent scholars from over 20 countries around the world, The Routledge Handbook of Destination Marketing aims to create an international platform for balanced academic research with practical applications, in order to foster synergetic interaction between academia and industry. For these reasons, it will be a valuable resource for both researchers and practitioners in the field of destination marketing.

Just as society has realized the value of entrepreneurs, so entrepreneurs are gradually realizing the value of strategic marketing. In this text the authors explain the substantial role of marketing in the success of small firms which have emerged in the business environment since the late 1980s.

Global Perspectives

Entrepreneurial Marketing: Compass & Canvas

Data Analytics in Marketing, Entrepreneurship, and Innovation

Rethinking Marketing

How do you sell a totally new kind of product to a market that does not yet exist? Entrepreneurial businesses often create products and services based on radically new technology that has the power to change the marketplace. This means that existing market research will have produced data about market categories and structures that are largely irrelevant to the entrepreneur. This complicates the sales and marketing functions for new products that may be hard for the market to understand in the first place. 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. The author stresses effectuation, iterative thinking, principles of affordable loss, adjustment for emerging opportunities, and cooperation with first customers. This new textbook provides students of entrepreneurial marketing with everything they need to know to succeed in their classes as well as practical tools and techniques that will be useful after the exams have finished.

Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organisations; yet, scholarly resource materials to assist in honing skills and competencies have not kept pace. This well renowned textbook guides students through the complexities of entrepreneurship from the unique perspective of marketing in SME contexts, providing a clear grounding in the principles, practices, strategies, challenges, and opportunities faced by businesses today. SMEs now need to step up to the terrain of mobile marketing and consumer-generated marketing and utilize social media marketing tools. Similarly, the activities of various stakeholders in SME businesses like start-up accelerators, business incubators, and crowdfunding have now gained more prominence in SME activities. This second edition advances grounds covered in the earlier edition and has been fully updated to reflect this new, dynamic business landscape. Updates include: A consideration of social media imperatives on SME marketing; Discussion of forms of capital formation and deployment for marketing effectiveness, including crowdfunding; Updated international case studies drawn from diverse backgrounds; Hands-on practical explorations based on real-life tasks to encourage deeper understanding. This book is perfect for students studying SMEs, Marketing and Enterprise at both advanced undergraduate and postgraduate levels, as well as professionals looking to obtain the required knowledge to operate their businesses in this increasingly complex and turbulent marketing environment.

by Joh is increasingly apparent that most firms succeed because they are willing to break the rules and act entrepreneurially. The purpose of this text is to examine how this simple trading principle can be applied by any individual in any private or public sector organization c using on the concept of entrepreneurial marketing, across all aspects of the marketing process. The book begins by defining the rules of marketing as a basis for the entrepreneur to understand what rules need breaking. Subsequent chapters cover the marketing mix, innovation management, and compare large versus small firms. All issues are illustrated with extensive real world examples throughout.

Entrepreneurship

Competing by Challenging Conventions

The Entrepreneurship, Marketing Interface

A Blueprint for Customer Engagement

One of the primary reasons most often cited for the failure of a new venture is the entrepreneur's inability to identify and exploit the 'right idea'. This is directly connected to the concepts and principles of marketing, specifically: knowing what to produce and knowing what not to produce. Additionally, even if the entrepreneur has the right efforts (marketing execution) as another reason for venture failure. Marketing for Entrepreneurs moves beyond the classic 4Ps and demonstrates the application of marketing in an entrepreneurial context. Traditional marketing texts are incapable of addressing marketing concepts directly applicable to the entrepreneur's unique situation. For this reason, books are also not applicable because they tend to focus on management teams or the development of business plans while failing to address critical marketing dimensions.

How do you sell an innovative product to a market that does not yet exist? Entrepreneurial businesses often create products and services based on radically new technology that have the power to change the marketplace. Existing market research data will be largely irrelevant in these cases, making sales and marketing of innovative new products especially challenging to entrepreneurs. Entrepreneurial Marketing focuses on this challenge. 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. Edwin J. Nijssen stresses principles of affordable loss, experimentation and adjustment for first customers. Containing many marketing examples of successful and cutting-edge innovations (including links to websites and videos on the Internet), useful lists of key issues and instructions on how to make a one-page marketing plan, Entrepreneurial Marketing: An Effectual Approach provides a vital guide to success in the marketplace for innovative new products. This second edition has been thoroughly expanded with: a one-page marketing plan which now focuses on the three entrepreneurial challenges that can be easily adapted: coverage of the customer development process; and updated references and new examples. This book provides students and entrepreneurs with a practical and straightforward approach to marketing planning for start-ups and businesses launching new products and services. Traditional marketing frameworks may not offer these new products the best promotional opportunities. The Handbook of Entrepreneurial Marketing looks specifically at the issues and challenges facing new products on launch. Based on a simple grid formula, this book breaks the process down into 2 phases obtaining a thorough understanding of the industry and performing an in-depth analysis of the target audience. It guides entrepreneurs through the environment that every new product launch must face, allowing them to plot a clear path towards market profile and brand awareness. Chapters look at specific industries, product features and benefits, money, USPs, purchasing decisions, buyer profiles, market strategy and competition.

Marketing and Entrepreneurship have, until quite recently, remained two quite independent scholarly domains. In 2002, Morris et al. provided a definition of Entrepreneurial Marketing as, "an integrative construct for conceptualising marketing in an era of change, complexity, chaos, contradiction, and diminishing resources, and one that will change and grow. It fuses key aspects of recent developments in marketing thought and practice with those in the entrepreneurship area into one comprehensive construct."

A Practical Managerial Approach

How to Align Marketing and Promotion to New Products and Services

How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company

The Influence of Quadruple Helix on Technological Innovation

"Apa yang Anda ketahui tentang era VUCA? Apakah disruption bisa dihindari? Apakah online bisa menggantikan offline? Apa sebenarnya arti dari digitalisasi? Sejuah manakah kita berinovasi? Bisakah fintech menguasai pasar banking? Seperti apakah perusahaan yang entrepreneurial itu? Apa bedanya produktivitas dengan efisiensi? Seperti apakah leadership yang diperlukan pada era VUCA? Buku ini ingin menjawab bagaimana sebuah organisasi bisa tumbuh dalam era yang tidak menentu ini. Jadilah entrepreneurship engine yang kuat!"

How do you sell an innovative product to a market that does not yet exist? Entrepreneurial businesses often create products and services based on radically new technology that have the power to change the marketplace. Existing market research data will be largely irrelevant in these cases, making sales and marketing of innovative new products especially challenging to entrepreneurs. Entrepreneurial Marketing focuses on this challenge. 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. Edwin J. Nijssen stresses principles of affordable loss, experimentation, and adjustment for emerging opportunities, as well as cooperation with first customers. Containing many marketing examples of successful and cutting-edge innovations (including links to websites and videos), useful lists of key issues, and instructions on how to make a one-page marketing plan, Entrepreneurial Marketing provides a vital guide to successfully developing customer demand and a market for innovative new products. This third edition has been thoroughly expanded, including: Expanded content on leveraging digital technologies and their new business models More practical tools, such as coverage of the Lean Canvas model Updated references, cases, and new examples throughout; and, Updated online resources This book equips advanced undergraduate and postgraduate students of marketing strategy, entrepreneurial marketing, and entrepreneurship with the fundamental tools to succeed in marketing.

Charlotte Hogg offers a practical and straightforward approach to marketing planning for start-ups and businesses launching new products and services. Traditional marketing frameworks may not offer these new products the best promotional opportunities. The Handbook of Entrepreneurial Marketing looks specifically at the issues and challenges facing new products on launch. Based on a simple grid formula, this book breaks the process down into 2 phases obtaining a thorough understanding of the industry and performing an in-depth analysis of the target audience. It guides entrepreneurs through the environment that every new product launch must face, allowing them to plot a clear path towards market profile and brand awareness. Chapters look at specific industries, product features and benefits, money, USPs, purchasing decisions, buyer profiles, market strategy and competition.

The Handbook of Entrepreneurial Marketing

An Effectual Approach

Principles and Practices of SME Marketing

Marketing for Entrepreneurs

An eye-opening discussion of the future of marketing, from four of the leading minds in the field In Entrepreneurial Marketing: Beyond Professional Marketing, a renowned team of marketing leaders, including the "Father of Modern Marketing," Professor Philip Kotler, delivers a groundbreaking and incisive redefinition of entrepreneurial marketing. In the book, some of the marketing sector's brightest minds explore the increasingly essential initiative to build new capabilities beyond the mainstream marketing approach that also consider the effect of digital connectivity on consumers and companies everywhere. This book also discusses what marketers need to do to break the stagnation of normative marketing approaches that are often no longer effective in dealing with dynamic business environments. The authors introduce a fresh entrepreneurial marketing approach, converging dichotomies into a coherent form. The book also includes: A post-entrepreneurial-marketing view of the commercial landscape which puts the operational aspect at the center of the action, converging marketing and finance, and adopting technology for humanity Discussions of the strategies and techniques that will drive the actions of the marketing departments to create value with values that will lead the company to success through the year 2030 Explorations of the paradox between the development of core competencies and collaboration with various parties, including competitors The latest publication from some of the foremost minds in marketing—and in business, generally—Entrepreneurial Marketing: Beyond Professional Marketing is a must-read combination of unique insight, concrete advice, and implementable strategies that introduce a new mindset for every professional marketer, entrepreneur, and business leaders worldwide.

No further information has been provided for this title.

Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector. Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism. This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

Concepts and Applications for New Ventures

Entrepreneurship Marketing

Sustaining Growth in All Organisations

Management: Entrepreneurial Marketing

Marketing That Works introduces breakthrough marketing tools, tactics, and strategies for differentiating yourself around key competencies, insulating against competitive pressures, and driving higher, more sustainable profits. From pricing to PR, advertising to viral marketing, this book's techniques are relentlessly entrepreneurial: designed to deliver results fast, with limited financial resources and staff support. They draw on the authors' decades of research and consulting, their cutting-edge work in Wharton's legendary Entrepreneurial Marketing classes, and their exclusive new survey of the Inc. 500's fastest-growing companies. Whether you're launching a startup or working inside a huge global enterprise, this will help you optimize every marketing investment you make. You'll learn how to target the right customer, deliver the right added value, and make sure your customers will pay a premium for it—now, and for years to come. Build the foundation for extraordinary profit Discover faster, smarter techniques for positioning, targeting, and segmentation Drive entrepreneurial attitude throughout all your marketing functions Master entrepreneurial pricing, advertising, sales management, promotion—and even hiring Maximize the value of all your stakeholder relationships Profit by marketing to investors, intermediaries, employees, partners, and users Generate, screen, and develop better product ideas Engage combat on the right battlefields Launch new products to maximize their lifetime profitability Stage the winning rollout, from fixing bugs to gaining reference accounts Every dime you spend on marketing needs to work harder, smarter, faster. Every dime must differentiate your company based on your most valuable competencies. Every dime must protect you against competitors and commoditization. Every dime must drive higher profits this quarter, and help sustain profitability far into the future. Are your marketing investments doing all that? If not, get Marketing That Works—and read it today. Includes online access to state-of-the-art marketing allocation software!

Entrepreneurial Rise in the Middle East and North Africa: The Influence of Quadruple Helix on Technological Innovation explores the relationships and inter-dependencies between innovation, political regimes, and economic and social development throughout the Middle East and North Africa region.

Innovation based in data analytics is a contemporary approach to developing empirically supported advances that encourage entrepreneurial activity inspired by novel marketing inferences. Data Analytics in Marketing, Entrepreneurship, and Innovation covers techniques, processes, models, tools, and practices for creating business opportunities through data analytics. It features case studies that provide realistic examples of applications. This multifaceted examination of data analytics looks at: Business analytics Applying predictive analytics Using discrete choice analysis for decision-making Marketing and customer analytics Developing new products Technopreneurship Disruptive versus incremental innovation The book gives researchers and practitioners insight into how data analytics is used in the areas of innovation, entrepreneurship, and marketing. Innovation analytics helps identify opportunities to develop new products and services, and improve existing methods of product manufacturing and service delivery. Entrepreneurial analytics facilitates the transformation of innovative ideas into strategy and helps entrepreneurs make critical decisions based on data-driven techniques. Marketing analytics is used in collecting, managing, assessing, and analyzing marketing data to predict trends, investigate customer preferences, and launch campaigns.

AMPLIFY YOUR MARKETING, CAREER, AND COMPANY.

Entrepreneurial Life: The Path From Startup to Market Leader

The Entrepreneurial Imperative

The Routledge Handbook of Destination Marketing