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Entrepreneurial Marketing An Effectual Approach

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Entrepreneurial Marketing: An Effectual Approach 2nd ...

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 | An Effectual Approach

Entrepreneurial Marketing focuses on this special challenge: new

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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.

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A set of slides regarding an effectual way of segmenting the

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market and positioning your product. ... Learn; Teach; Research. Research Papers; Researchers; Books; Events; Community Register Login; Search; Entrepreneurial Marketing: an effectual approach (subset slides) Entrepreneurial Marketing: an effectual approach (subset slides) This ...

Entrepreneurial Marketing: an effectual approach (subset

...

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?

'Entrepreneurial Marketing is a pioneering book, the first of its

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kind at the interface between marketing and entrepreneurship. Ed Nijssen excels at offering entrepreneurs of radical new ideas a unique window on their market opportunity.

Entrepreneurial Marketing: An effectual approach: Amazon ...

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Effectual Approach provides a vital guide to successfully developing customer demand and a market for innovative new products.

Entrepreneurial Marketing: Nijssen, Edwin J ...

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.

Entrepreneurial Marketing: An effectual approach - Edwin J ...

- The author uses information of "standard marketing practices" and points out its shortcomings when an entrepreneurial approach is used: either effectuation (cf Sarasvathy's concept of "effectuation", and sometimes the "lean start-up" concept). In

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which cases, the author proposes a marketing approach that is more adapted.

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