

## Entrepreneurial Marketing An Effectual Approach

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A set of slides regarding an effectual way of segmenting the market and positioning your product.

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Entrepreneurial marketing is less about a single marketing strategy and more about a marketing spirit that differentiates itself from traditional marketing practices. It eschews many of the fundamental principles of marketing because they are typically designed for large, well established firms.

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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 successfully developing customer demand and a market for innovative new products.

Entrepreneurial Marketing An Effectual Approach

Entrepreneurial Marketing: an effectual approach 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.

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List of illustrations ix. Preface xi 1 Using marketing to create a new business with radically new ideas 1. 1.1 Entrepreneurship and radically new ideas: The need for effectuation 1 1.2 Developing your business model 4 1.3 Products don't exist, solutions do 9 1.4 Defining marketing and sales 12 1.5 Beyond stereotypes 13.

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Nijssen (2014) proposes an effectual entrepreneurial marketing approach that encompasses learning and process of discovery of uncertainties. He suggests this method especially for new products ...

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

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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.

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An effectual approach to international entrepreneurship: Overlaps, challenges, and provocative possibilities. Entrepreneurship Theory and Practice, 38 (1), 71-93. Google Scholar

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