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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

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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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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.

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Marketing, an ...

A set of slides regarding an effectual way of segmenting the 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

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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

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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 businesses often create products and services based on radically new technology that have the power to

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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

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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.

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