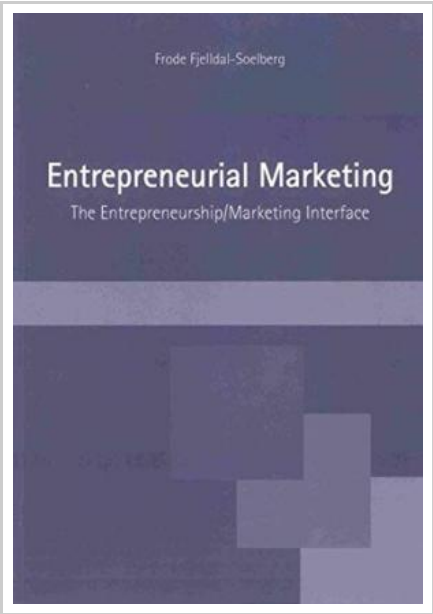


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Entrepreneurial Marketing

By Frode Fjelldal-Soelberg

Shaker Verlag Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 229x157x18 mm. Neuware - Summary Research at the marketing/entrepreneurship interface currently involves two main directions; 1) a normative school of entrepreneurial marketing, 2) an interpretative study of applied marketing in entrepreneurial contexts. This research effort represents the second school of thought, as the marketing practices of new firms are being explored and interpreted. The major contribution to the research field is that entrepreneurial marketing may be understood as a dialectic and relational process; this is a continuous and non-cyclical process. Furthermore, a detailed description of applied marketing in new firms is provided. Briefly, this may be characterized as low-cost-marketing, however, not to be confused with unprofessional or unsophisticated marketing. Contrary to popular belief marketing in new firms is strategically focused, even though implied and not always formalized. Marketing tactics are mainly interactive, but both transactional, database and network approaches can be found in most new firms. The heuristics of entrepreneurial decision making is highlighted. However, analytical information processing appears simultaneously in several cases. Financial support from governmental agencies and institutional pressures are offered as one possible explanation for the existence of two seemingly conflicting information processing practices in new firms. Another...

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