Entrepreneurial Marketing: An effectual approach

Edwin J. Nijssen
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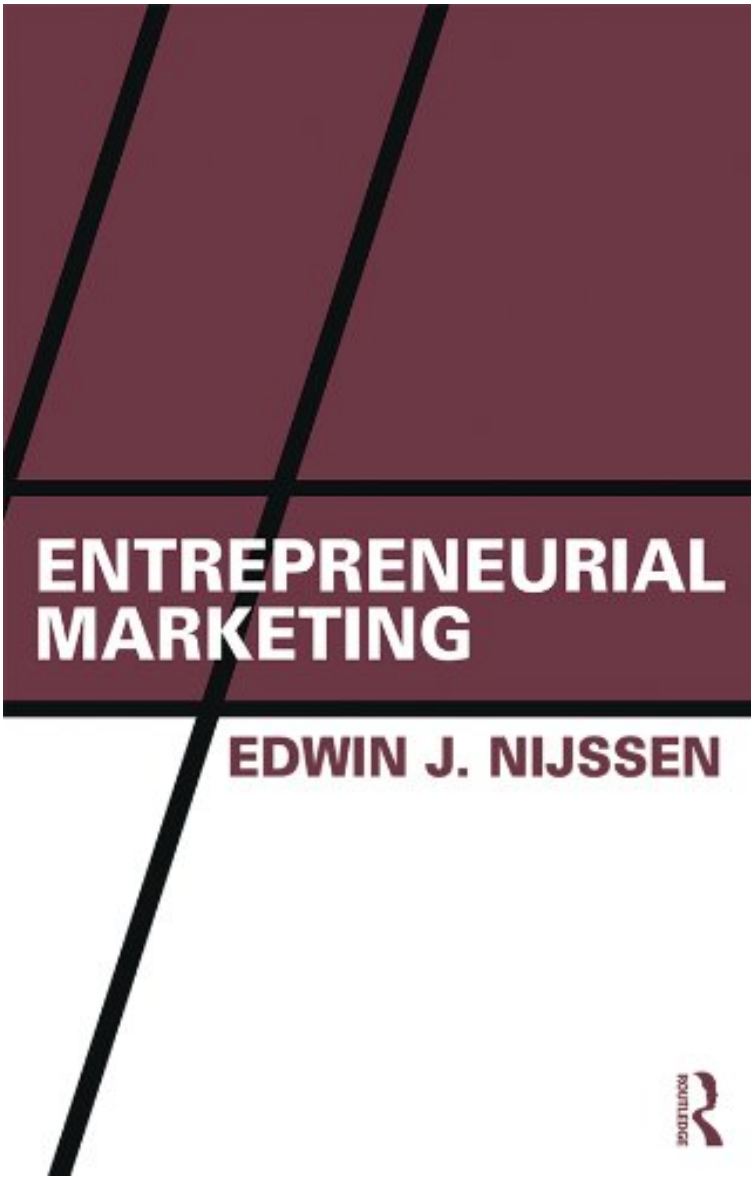

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Edwin J. Nijssen : Entrepreneurial Marketing: An effectual approach before purchasing it in order to gage whether or not it would be worth my time, and all praised Entrepreneurial Marketing: An effectual approach:

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. 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.

'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. His book provides a complete makeover of traditional marketing and effectively and seamlessly integrates the customer and new development processes.' - Georges Romme, Professor, Eindhoven University of Technology, the Netherlands 'Entrepreneurs need to follow marketing principles and guidelines, but often lack the required marketing insights. With limited resources and sometimes limited experience, entrepreneurs may neglect marketing basics such as customer development, effective market segmentation, customer value proposition andnbsp;encouraging product adoption. In this book, Ed Nijssen presents clear guidance to entrepreneurs that should help them in all aspects of marketing, from opportunity identification to developing a sales strategy.' - Anthony Di Benedetto, Professor, Temple University, USA 'We are currently witnessing a strong increase in entrepreneurial activity. Many of these new ventures however fail because of a lack of attention to the marketing aspect. New products need new marketing approaches that cannot be found in traditional marketing books. This book is a must read for all students of entrepreneurship as well as for all entrepreneurs who are striving for more success in the marketplace.' - Geert Duysters, Professor, Tilburg University, the Netherlands 'Entrepreneurial marketing is different from regular marketing: the mindset, the approach, the theory, the models and the challenges. Ed. Nijssenrsquo;s book provides a comprehensive, and very important, focused coverage on the subject while remaining compact and affordable. The supporting content, in the form of slides, additional academic articles and anbsp; course outline, is excellent in quality. It is the best book on the market to teach Entrepreneurial Marketing.' - Thorsten Strauss, Adjunct Professor, Antwerp Management School, BelgiumAbout the AuthorEdwin J. Nijssen is Professor of Marketing at the Eindhoven University of Technology, the Netherlands.