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In this volume, the co-authors (Leonard M. Lodish, Howard L. Morgan, and Shellye Archambeau) explain how entrepreneurial marketing can add sustainable value to any sized company. The term "entrepreneurial" refers to a mindset that stresses speed, agility, resilience, independence, unorthodox, etc.

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some of today's most successful and disruptive companies, including Google, Quidsi (diapers.com), Apple, Victoria's Secret, Anki, Pebble, ...

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Based on The Wharton School of the University of Pennsylvania's pioneering Entrepreneurial Marketing course, this edition is fully updated to reflect what works in the marketplace today. Guided by the authors' ongoing collaboration with dozens of high-growth companies, it offers pragmatic, new insights into which marketing programs and distribution channels are likely to succeed , and how to leverage them in your unique business environment, even with strictly limited resources.

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Pragmatic from start to finish, Marketing That Works, Second Edition, is for marketers who care about both long-term strategies and short-term results. • Leverage cutting-edge,

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entrepreneurial techniques to get your positioning and pricing right □ Generate, screen, and develop great new marketing ideas to reach your target audience

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Pricing is typically the most difficult marketing decision for most firms. It is also probably the most important because it ultimately determines how much money a company can make.

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But I can always go to my team for discussions and debates; they challenge me. I also discuss with my husband, my sister, and my brother-in-law, who are all supportive and work in the startup space," she says. FableStreet is a team of 130, with the core team of 30 in Design, Development, Marketing, and Branding departments being based out of ...

Discover New Entrepreneurial Marketing Strategies for Supercharging Profits and Sustaining Competitive Advantage! This practical guide shows how to use modern entrepreneurial marketing techniques to differentiate your company in the eyes of customers to achieve sustainable profitability. The authors focus on innovative strategies and tactics, pioneered by some of today's most successful and disruptive companies, including Google, Quidsi (diapers.com), Apple, Victoria's Secret, Anki, Pebble, Metricstream, and Warby Parker. These high-impact methods will help entrepreneurs achieve immediate, bottom-line results through more effective marketing. Based on The Wharton School of the University of Pennsylvania's pioneering Entrepreneurial Marketing course, this edition is fully updated to reflect what works in the marketplace today. Guided by the authors' collaboration with dozens of high-growth

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Companies, it offers new insights into which marketing programs and distribution channels are likely to succeed, and how to leverage them in your unique business environment—even with limited resources. The authors begin by helping you refine your competitive positioning by clarifying “What am I selling to whom?” and “Why do they care?” Next, they guide you through the fundamentals of demand generation via public relations, social media, viral marketing, advertising, distribution, and marketing-enabled sales. Finally, they provide you with valuable tips on how to secure the right human capital resources to build the team you need to succeed. Each of these core concepts is illustrated with real-world anecdotes that provide fresh insights into traditional marketing concepts. Pragmatic from start to finish, *Marketing That Works, Second Edition*, is for marketers who care about both long-term strategies and short-term results. • Leverage cutting-edge, entrepreneurial techniques to get your positioning and pricing right • Generate, screen, and develop great new marketing ideas to reach your target audience • Lead your customers to your offering—and motivate them to buy • Cultivate the right people and resources for outstanding execution This guide offers high-value, low-cost marketing solutions that leverage today’s newest trends, tactics, channels, and technologies. It highlights companies that are redefining marketing and illuminates powerful new ways to secure resources, test and execute plans, and build brands. The authors present practices for getting close to customers, reinforcing positioning, and developing marketing programs. Wherever you compete, this guide will help you grow your sales and profits, and drive more value from every dollar you spend on marketing. For more information about *Marketing That Works*, visit www.marketingthatworksbook.com.

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Marketing That Works introduces breakthrough marketing tools, tactics, and strategies for differentiating yourself around key competencies, insulating against competitive pressures, and driving higher, more sustainable profits. From pricing to PR, advertising to viral marketing, this book's techniques are relentlessly entrepreneurial: designed to deliver results fast, with limited financial resources and staff support. They draw on the authors' decades of research and consulting, their cutting-edge work in Wharton's legendary Entrepreneurial Marketing classes, and their exclusive new survey of the Inc. 500's fastest-growing companies. Whether you're launching a startup or working inside a huge global enterprise, this will help you optimize every marketing investment you make. You'll learn how to target the right customer, deliver the right added value, and make sure your customers will pay a premium for it—now, and for years to come. Build the foundation for extraordinary profit Discover faster, smarter techniques for positioning, targeting, and segmentation Drive entrepreneurial attitude throughout all your marketing functions Master entrepreneurial pricing, advertising, sales management, promotion—and even hiring Maximize the value of all your stakeholder relationships Profit by marketing to investors, intermediaries, employees, partners, and users Generate, screen, and develop better product ideas Engage combat on the right battlefields Launch new products to maximize their lifetime profitability Stage the winning rollout: from fixing bugs to gaining reference accounts Every dime you spend on marketing needs to work harder, smarter, faster. Every dime must differentiate your company based on your most valuable competencies. Every dime must protect you against competitors and commoditization. Every dime must drive higher profits this quarter, and help sustain profitability far into the future. Are your marketing investments doing all that? If not, get **Marketing That Works** —and read it today. Includes online

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access to state-of-the-art marketing allocation software!

One key for success for an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture. Entrepreneurial Marketing focuses on this and the essential elements of success in order to achieve these needed sales and revenues and then grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of the field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and marketing, this book informs and enhances an entrepreneurs' creativity, their ability to bring innovations to the market and their willingness to face risk and change the world. Key components addressed include: identifying and selecting the market, determining the consumer needs cost-effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. Numerous illustrative examples bring the content to life. The mix of theoretical content, examples, empirical analyses and case studies, make this book an excellent resource for students, professors, researchers, practitioners, and policymakers all over the world.

Entrepreneurial Marketing: A Blueprint for Customer Engagement offers a cutting-edge perspective on how to create a customer-centric, multi-channel marketing program.

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Emphasizing the role of entrepreneurial marketing in the value-creation process, Entrepreneurial Marketing helps students learn how to view the customer engagement experience through the eyes of their target market to effectively build a sustainable brand. Packed with practical tools, examples, and worksheets, the text allows students to immediately apply what they learn to their new venture idea.

Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector. Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism. This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

Entrepreneurial Marketing: A Blueprint for Customer Engagement offers a cutting-edge perspective on how to create a customer-centric, multi-channel marketing program. Emphasizing the role of entrepreneurial marketing in the value-creation process,

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Entrepreneurial Marketing helps students learn how to view the customer engagement experience through the eyes of their target market to effectively build a sustainable brand. Packed with practical tools, examples, and worksheets, the text allows students to immediately apply what they learn to their new venture idea.

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Entrepreneurial Marketing for SMEs contextualizes the practice of marketing amongst SMEs, and critically discusses major issues of Entrepreneurial Marketing with a relevant and up-to-date academic body of knowledge.

This book seeks to understand how a one-man consultancy practice can grow to become what is arguably the largest such enterprise in one of the world's largest countries. It follows the incredible story of the start-up MarkPlus and its journey to become what it is today. Through this journey, one will discover the importance of developing innovative and original marketing frameworks and practices, along with the purpose and passion of a start-up's founder. This insightful book covers many well-established marketing concepts and practices and sheds light on the path that many entrepreneurs must take in establishing their own businesses.

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