

1. Record Nr.	UNINA9910818285103321
Titolo	Qualitative research at the marketing/entrepreneurship interface [[electronic resource] /] / guest editor, David Crick
Pubbl/distr/stampa	[Bradford, England], : Emerald Group Pub., 2004
ISBN	1-280-51548-1 9786610515486 1-84544-409-4
Descrizione fisica	1 online resource (73 p.)
Collana	Qualitative market research ; ; v. 7, no. 3, 2004
Altri autori (Persone)	CrickDavid
Disciplina	658.8/3
Soggetti	Marketing research Entrepreneurship
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents; Abstracts & keywords; Guest editorial; Crafting a competitive advantage: tempering entrepreneurial action with positioning-based values; Understanding practices at the "ethnic" marketing/entrepreneurship interface: a case study of Kirit Pathak; Marketing in the social enterprise context: is it entrepreneurial?; The nature of networking in small firms; Laments and serenades: relationship marketing and legitimation strategies for the cultural entrepreneur; Relationships, marketing and small business: an exploration of links in theory and practice
Sommario/riassunto	The essence of entrepreneurship is "effectual action". Researchers at the entrepreneurial/marketing interface suggest that small firms adapt marketing theory to their needs, undertaking a range of emergent actions in response to day-to-day events and problems, without recourse to formal planning or research. By way of contrast, brands require guided action, in order to build a sustainable position in the marketplace, while research also reveals that small specialist firms increase their chance of failure if they undertake a range of unguided actions that lead to niche drift. Based upon an in-d