

Chapter 11

Review questions

1. How would you define traditional marketing?
2. How would you define entrepreneurial marketing?
3. What are the four stages in an entrepreneurial marketing process?
4. Why is formalized market research not often used by entrepreneurs to develop and launch new ideas?
5. What is a niche market?
6. Describe how some entrepreneurs find their customers through a 'bottom-up' targeting approach.
7. What are the two key ingredients that make word of mouth marketing so powerful?
8. What is a 'seeding trial' and how does it work?
9. Define 'viral' marketing with an example of how it has worked.
10. What is buzz marketing? Give some examples?