

Marketing Management Practice

- ◆ Marketing practice often passes through three stages.
- ◆ *Entrepreneurial marketing* – most companies started by individuals who live by their wits. They visualize an opportunity and knock on every door to gain attention.
- ◆ *Formulated marketing* – As small companies achieve success, they inevitably move toward more formulated marketing.
- ◆ *Intrepreneurial marketing* – many large and mature companies get stuck in formulated marketing. Their brand and product managers need to get out of the office, start living with their customers, and visualize new and creative ways to add value to their customers' lives.

Marketing Management In Practice

Lei Huang



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