

SELECTED READINGS

Baker, Stephen. (February 16, 2009). Will Work for Praise. *BusinessWeek*, Issue 4119, pp. 46–49.

This article illustrates how an online social Web site, ThisNext, allows entrepreneurs to build their image and enhance sales through social interaction. Customers log their satisfactions or experience with a product on this platform that is seen by other interested shoppers. The site attracts advertisers and with increased popularity provides a means of enhancing the reputation of firms that have satisfied customers willing to praise their transactions.

Cardamone, Joseph R. (January 26, 2009). Open a New Business Now. *Accounting Today*, vol. 23, no. 2, pp. 10–11.

The author offers tips for entrepreneurs who are trying to start a business during an economic crisis. Emphasis is placed on launching businesses with products and services that are needed or a necessity during economic decline. Guerrilla marketing techniques are also mentioned as strategies to keep costs at a minimum.

Cooper, Marjorie J.; Nancy Upton; and Samuel Seaman. (July 2005). Customer Relationship Management: A Comparative Analysis of Family and Nonfamily Business Practices. *Journal of Small Business Management*, vol. 43, no. 3, pp. 242–56.

The importance of customer relationship management implementation among family and nonfamily businesses is analyzed. Results indicate that both types of organizations show similar attitudes toward the implementation of customer relationship management. However, the study found that actual implementation strategies differ significantly between these two types of firms.

Dibb, Sally. (2002). Marketing Planning Best Practice. *The Marketing Review*, Summer 2002, vol. 2, no. 4, p. 1.

This paper explains the role that marketing planning plays and shows how it is used by organizations. Each stage of the marketing planning process is described in

detail, and the role and format of the marketing plan document are explored. The marketing planning process is then illustrated using a detailed case example from the construction equipment industry, and guidance on best marketing planning practice is offered.

Goldsborough, Reid. (November 2008). Social Networks vs. Blogs vs. Discussion Groups. *Tech Directions*, vol. 68, no. 4, pp. 14–15.

This article presents an excellent explanation of the differences between the three main Internet-based media: social networks, discussion groups, and blogs. These dialog Internet-based media have become important tools for entrepreneurs.

Gupta, Sumeet; Xu Heng; and Vimal Sahu. (February 2009). Impact of Store Size on Impulse Purchase. *ICFAI Journal of Marketing Management*, vol. 8, no. 1, pp. 7–22.

This article reports on a study comparing the effect of the size of a store on impulse purchases. Since stores spend money on in-store stimuli such as displays, price discounts, variety, and other variables, it is significant to understand their implication on impulse buying. Research indicates that the impulse purchase as a ratio of total spending is high for midsized stores when compared to small- and large-sized stores.

Lehmann, Donald R.; and Russell S. Winer. (2008). *Analysis for Marketing Planning*, 7th ed. (Burr Ridge, IL: McGraw-Hill/Irwin).

This paperback book focuses on the process of developing a marketing plan. In particular, it discusses the analysis of information pertaining to a product or service's environment, customers, and competitors. The first chapter is particularly relevant to an entrepreneur as it provides a good overview of an operating marketing plan.

Lerch, Renata L. (January/February 2009). International Marketing Planning for Home Business Entrepreneurs. *Home Business Magazine*, vol. 16, no. 1, pp. 36–39.

In an economic crisis it is very important for the entrepreneur to focus on market planning. The author advises the entrepreneur to develop marketing objectives that are examined regularly and to adjust these objectives if necessary. Diversification during economic downturns is usually necessary to maintain some success in international markets.

Pilmar, John. (July 2005). Small Business? Small Budget? How to Measure for Success. *Public Relations Tactics*, vol. 12, no. 7, p. 23.

This article suggests that public relations is one of the most effective means that small businesses can use to gain a strong foothold in their industry and also become more competitive with much larger firms. It describes the public relations process of research, planning, implementation, and measurement.

Schindehutte, Minet; Michael Morris; and Akin Kocak. (January 2008). Understanding Market-Driving Behavior: The Role of Entrepreneurship. *Journal of Small Business Management*, vol. 46, no. 1, pp. 4–26.

Marketing literature has long maintained the importance of market-driven behavior. These authors contend that market-driving behavior is distinct from a firm's market orientation and instead is the essence of entrepreneurial action that determines how strategic actions are manifested. An integrative model illustrates the dynamics of the interface between marketing and entrepreneurship. Two case studies provide good illustrations.

Song, Jaeki; and Fatemeh Mariam Zahedi. (2006). Internet Market Strategies: Antecedents and Implications. *Information & Management*, vol. 43, no. 2, pp. 222–38.

In this paper the authors differentiate between the Internet and traditional market channels and define two fundamental strategies for operating on the Internet. They develop a conceptual model for selection of the appropriate channel.

Taylor, Steven A.; Stephen Goodwin; and Kevin Celuch. (2005). An Exploratory Investigation into the Question of Direct Selling via the Internet in Industrial Equipment Markets. *Journal of Business-to-Business Marketing*, vol. 12, no. 2, pp. 37–70.

This study seeks to provide exploratory insight into considerations of Internet-based direct marketing strategies aimed at industrial consumers. The research provides managerial and research implications regarding the use of the Internet in industrial markets.

Williams, David. (2001). Writing a Marketing Report. *The Marketing Review*, vol. 1, pp. 363–72.

This article looks at the process of constructing a basic marketing report, an area where there has hitherto been very little written guidance. Although often taken for granted, constructing the marketing report can consume a substantial amount of the marketer's time and effort.