An investigaton into the relevance of Guerrilla Marketing to small and medium-sized enterprises



Filesize: 3.86 MB

Reviews

Thorough information for ebook enthusiasts. It is rally fascinating through reading through period of time. It is extremely difficult to leave it before concluding, once you begin to read the book. (Hillard Macejkovic)

AN INVESTIGATON INTO THE RELEVANCE OF GUERRILLA MARKETING TO SMALL AND MEDIUM-SIZED ENTERPRISES



GRIN Verlag Dez 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.9, University of Lincoln (Faculty of Business & Law), course: Marketing & Advertising, 25 entries in the bibliography, language: English, comment: This is a very well-written paper., abstract: Guerrilla (ge ril) marketing; an unconventional way of promotional marketing activities on a low-budget level. This aggressive marketing approach is characterised by creative and legal attacks targeted on competitors in order to maintain or increase awareness and impact to the customer. Guerrilla marketing stands for focusing on conventional goals such as profit or growth, but doing it by using exceptional promotional approaches, like advertising in yellow pages, wild postings or non-traditional outdoor advertising media vehicles. Customers are confronted with an increasing amount of advertising messages per day and therefore organisations have to develop advertising approaches to stand out in today s media fragmentation. Especially small and medium-sized enterprises are having greater internal limitations regarding a restricted budget for marketing communications and facing bigger external uncertainties than large organisation. Thus, marketing campaigns have to become profitable for an enterprise. The low-cost communication effort is one of the major issues for guerrilla marketers. It is particular relevant for a small company to apply a differentiated set of promotional methods to diversify itself from competition, but guerrilla marketing is also becoming more adopted by large enterprises. This dissertation aims to give the reader a complementary insight of guerrilla marketing and investigates its relevance for a small and medium-sized enterprise (SME) in terms of generating profit. The purpose of this study is to identify how relevant this approach is to...

- Read An investigaton into the relevance of Guerrilla Marketing to small and medium-sized enterprises Online
- Download PDF An investigaton into the relevance of Guerrilla Marketing to small and medium-sized enterprises

Other eBooks



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

Read Document »



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

Read Document »



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselues By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625) (Paperback)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now...

Read Document »



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselues By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625) (Paperback)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book ***** Print on Demand *****. EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you...

Read Document »



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English. Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download...

Read Document »