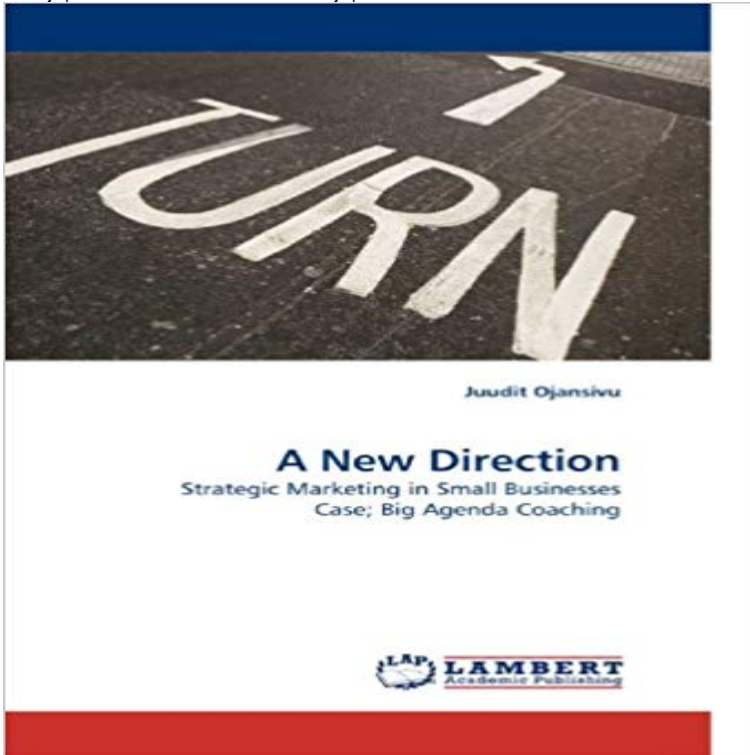


A New Direction: Strategic Marketing in Small Businesses Case; Big Agenda Coaching



A New Direction is a diverse study about marketing strategies in small businesses having the case company in mind. The study examines marketing from the basics of marketing to defining the characteristics of marketing in services based company. It will examine the importance of networks, relationships and reputation to the business. The emphasis is on newest marketing trends and the focus is on emerging ideas and thinking. Commonly accepted theories about business being as warfare are questioned and more humane approaches emphasized. By all these, the purpose of the study is to offer the best possible information package about marketing today and at the end, give suggestions to the case company according to its overall marketing and marketing online. The ideas and suggestions given can be adapted to the bigger companies as well.

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