Abstract: In discussing successful entrepreneurs who have created new businesses and/or even built global trading empires, most academic writers will tend to focus on individuals such as Bill Gates, Richard Branson or James Dyson (inventor of the bagless vacuum cleaner). Furthermore, the entrepreneurship interface literature tends to be dominated by studies concerned with the development of radically new product forms and the emergence of new market sectors. A significant consequence of these trends is that if marketing practitioners working in very mature markets were to turn to academic journals and textbooks for inspiration, they are probably going to find little which is likely to persuade them that entrepreneurial marketing can have an important role in acquiring and sustaining competitive advantage. Conversely by concentrating on new market management, the academic community is failing to evolve appropriate paradigms concerning entrepreneurial practices that are appropriate in mature market scenarios.