A Biographical Study of Isambard Kingdom Brunel as Insight Into Entrepreneurial Marketing Endeavour

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ABSTRACT: This paper focuses on the biographical approach to research as a way of enhancing understanding of entrepreneurial marketing behaviour and in assisting the construction of new theory which more closely matches the realities of actual business behaviour than the majority of existing constructs. Previous research has focused on the creativity of individuals, groups and organisations using a combination of conventional research methods and the biographical approach. This paper builds on the research to date by investigating the entrepreneurial marketing endeavour of perhaps the best known British engineer, Isambard Kingdom Brunel. Comparing the findings with previous research results, it can be seen than central entrepreneurial marketing constructs hold true over long periods of time. This being the case, these factors must be taken into consideration when constructing more appropriate, creative, entrepreneurial marketing theory for the firm.