Enhancing Understanding of What Marketing is in the Small Business Development Context

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Abstract: The aim of this paper is to contribute to discussion on the apparent dichotomy between traditional marketing theory/concept and the world of small business management practice. The paper commences with summary consideration of the predominantly unknowable, unpredictable external operating environment with which contemporary small businesses must cope if they are to survive and prosper. The utility of rational long-term planning models of management in underpinning small business strategic control of such turbulent environments is then considered. Inherent perspectives of rationality and rational thinking are highlighted in terms of theoretical relevance and practical credibility with regard to small business owner-managers' and managers' strategic thought processes.