

## Online Library Harvard Business Marketing Simulation Answers

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Third, the laboratory simulation may be followed by a test market to measure the productivity of the marketing plan, including trade acceptance, to fine-tune the plan, and to serve as a disaster ...

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Tesla's current marketing strategy is based on word-of-mouth referrals, as well as free media coverage of the company, products and awards (Thompson, 2015, p. 263). Tesla is still in the early stages of the product life cycle, so outside marketing and referrals have been beneficial.

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Research methods. In business research, four common case study approaches are distinguished. First, there is the "no theory first" type of case study design, which is closely connected to Kathleen M. Eisenhardt's methodological work. The second type of research design is about "gaps and holes", following Robert K. Yin's guidelines and making positivist assumptions.

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