Title of Article: Strategic Marketing Practices Considerations in Family Business in Nigeria
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Abstract: The purpose of this study is to fill a gap in the literature by examining a medium-sized firm. Most modern economies are characterized by a significant group of middle-sized firms, still owner-managed, but with multimillion naira turnovers. Many of these remain family companies and constitute an important reservoir of business initiative. One such family business is the focus of this research. The results of the study suggest that neither the existing typologies of small firm approaches to marketing nor the formal models of marketing attributed to big companies necessarily characterize the marketing planning and management of family business in Nigeria.