

Mark Paul
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Dear Mark:

I attended your lecture on marketing, entrepreneurship and new venture creation, which was given at Portland State University as part of the Lab2Market lecture series, and felt compelled to write you, directly.

I was very impressed by your presentation for a variety of reasons. Firstly, you clearly articulated the trade-offs associated with entrepreneurial marketing. You were able to show which market research and marketing techniques would be effective as well as cost effective under various sets of circumstances. I considered this very valuable information derived from experience, and in general cannot be obtained from reading textbooks. You also described the principles of relationship marketing very well, explaining how an understanding of the decision-making unit and the decision-making process lead to success in sales and product definition. Finally, I appreciated your listing the pitfalls of entrepreneurship and your explanations of how to avoid them. Clearly, these tips were based upon knowledge that was derived from experience, which is, in general, not contained in books.

I would very much like you to give guest lectures in my graduate-level course in technological entrepreneurship at Portland State University. I believe your insights will be of great value to the students of this course.

Thank you for your consideration.

Charles Weber

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