

Target the right market (HBR case study and commentary). SparkPlace is a two-year-old company with a hot new product: control and measurement software. A company has an opportunity to make money only if it can make its product popular enough to justify the marketing costs. At the same time, the company has the downside of not being very good at measuring its performance, but it also can't afford to hire a lot of marketers. Since this is a two-year-old company, it needs to choose a market in which it will direct its marketing campaign. At HBR we call this market the target market.



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