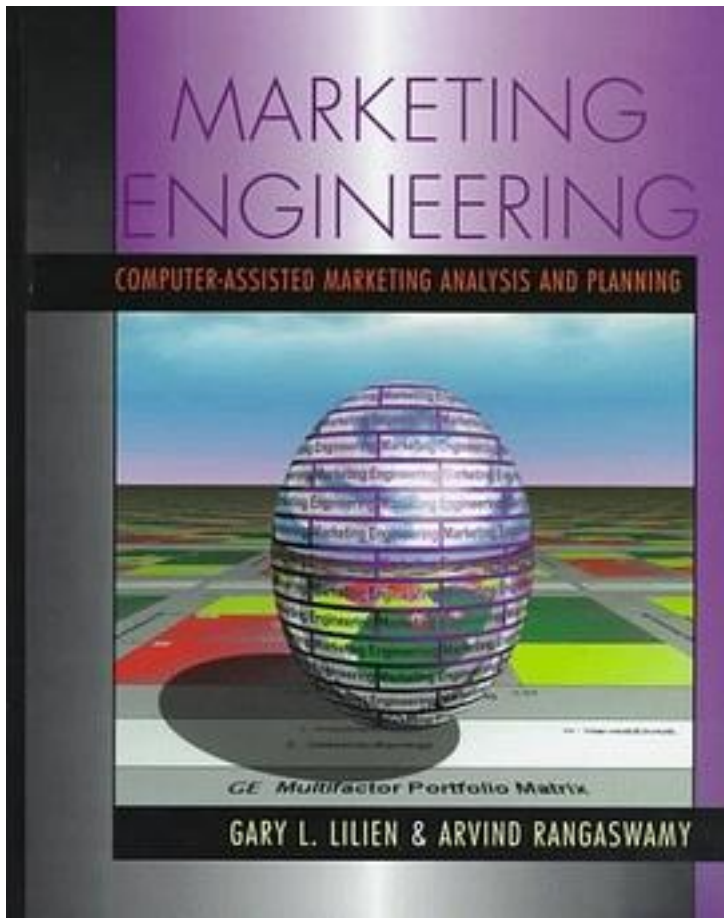


Marketing Engineering/Tutorial Marketing Engineering



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Several forces are transforming the structure and content of the marketing profession. Marketers are seeing increasingly faster changes in the marketplace and are barraged

with an ever increasing amount of information. While many view traditional marketing as art and some view it as science, the new marketing increasingly looks like engineering. This textbook, combined with a comprehensive collection of 26 leading-edge software models provides the student with the know-how and tools to collect the right information and perform analysis to make better marketing plans, better product designs, and better decisions.

Our purpose in writing this book is to help educate and train a new generation of marketing managers. We aim to train marketing engineers to translate concepts into context-specific operational decisions and actions using analytical, quantitative, and computer modeling techniques. We link theory to practice and practice to theory.

"I am very excited about this book. Finally marketing can exhibit its scientific muscle and move from opinions-based decision making to data-based decision making. I think this is a very important book that will spawn a new discipline within marketing."

Philip Kotler, Northwestern University

This package includes a CD and a one-year license for the use of 26 software programs, help files, and tutorials. For more information, visit www.mktgeng.com for the educational market and www.decisionpro.biz for professional applications.

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