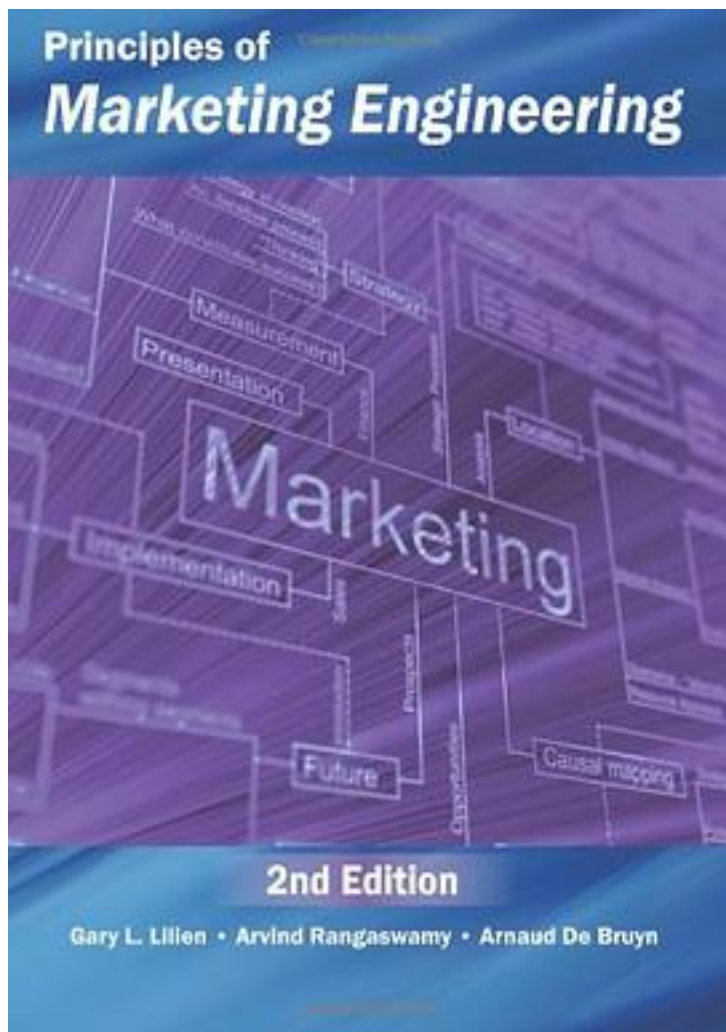


Principles of Marketing Engineering



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Marketing engineering blends the scientific rigor of marketing analytics with the craft of

traditional marketing to create the 21st Century tools for marketing decision making

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