



Marketing Engineering, Revised Second Edition

Gary L. Lilien, Arvind Rangaswamy

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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 collection of leading-edge software models (available separately) 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.

A Note from the Author:

Dear Marketing Engineering Revised Edition 2 User:

The several editions of Marketing Engineering that we have published since 1998 have been aimed at a fairly narrow, somewhat technical audience interested in bringing more scientific rigor to the marketing discipline. Versions of that book were adopted by more than 150 business schools on five continents. In 2007 we published Principles of Marketing Engineering to reach a broader, less technical audience. A key complement of that book, in response to user feedback, was Marketing Engineering for Excel (ME>XL), i.e., our Marketing Engineering software as an Excel Add-in. The response to that effort has been extremely positive and we have abandoned the original Marketing Engineering software platform, the one that produced the software complement to previous editions of this book.

Hence, as the note on the cover indicates, software is not included with the book. More importantly, when we reference software in the book, those references refer to a version of the software that is no longer available.

Gary Lilien

"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

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Carrie Wakefield:

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