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Abstract : The concept of marketing engineering has become, today, an issue of great importance because it has helped in enabling marketing management to gain information and analyze it by using ...

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Gary L. Lilien, who coined the term Marketing Engineering, is Distinguished researcher Professor of Management Science at the Smeal College of Business at Penn State, an organization aimed at fostering research and interchange in non-consumer markets.

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Principles of Marketing Engineering. As a profession, marketing is evolving, no longer based almost exclusively on conceptual content. That conceptual content will always have an important role to play in marketing, but the 21st century requires more analysis and rigor in marketing decision making.

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Marketing has traditionally been viewed as an intuitive art; today, it is increasingly viewed as an analytical science that addresses a more realistic level of complexity. Software tools and cases allow users to focus on use of the new tools available.

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Increasingly, marketing decision making is becoming like design engineering- putting together concepts, data, analyses, and simulations to learn about the marketplace (analytics) and to design effective marketing plans (engineering).

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The Principles of Marketing Engineering and Analytics 3rd Edition includes the following topics: Market Response Models. Customer Value Assessment and Valuing Customers. Segmentation and Targeting. Positioning Analysis. Forecasting. New Product and Service Design. Digital Marketing.

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He is the author or co-author of twelve books (including Marketing Models with Phil Kotler, Marketing Engineering and Principles of Marketing Engineering), as well as over 100 professional articles. He is on the editorial board of the International Journal for Research in Marketing; is functional Editor for Marketing for Interfaces, and is Area ...

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Principles of Marketing Engineering, 2nd Edition. The 21st century business environment demands more analysis and rigor in marketing decision making. Increasingly, marketing decision making resembles design engineering-putting together concepts, data, analyses, and simulations to learn about the marketplace and to design effective marketing plans.

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The Marketing Engineering Approach GARY L. LLIEN Pennsylvania State University 1 Pennsylvania State University arketing managers make ongoing decisions about product features, prices, distribution options, sales compensation plans, and so on. In making these decisions, managers choose from among alter-

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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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