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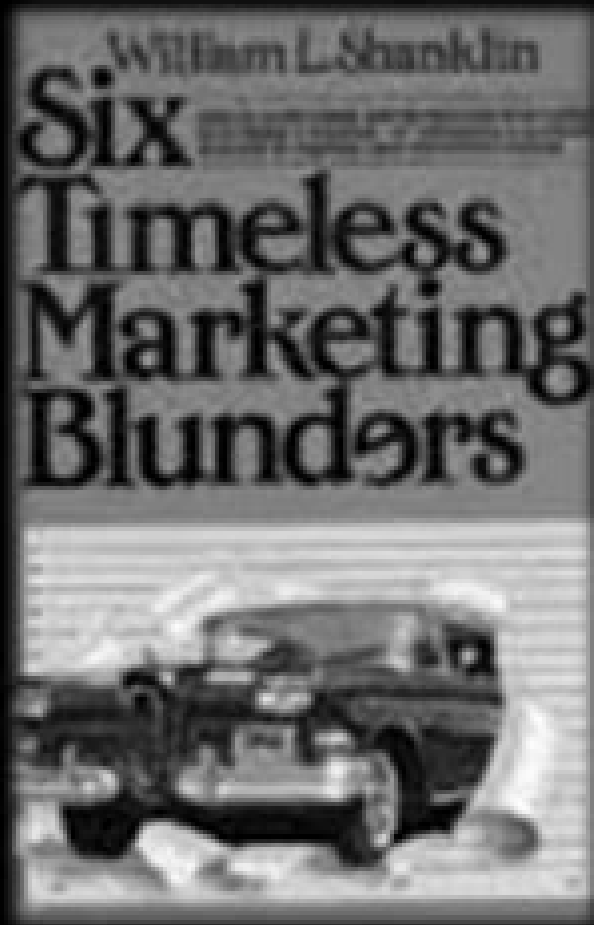
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Six Timeless Marketing Blunders

Robert B. Seidensticker



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The Emerging High-Tech Consumer Allan Reddy, 1997-07-16 Who are the consumers of high tech goods and services and what will their needs and preferences be as we move into the next century Allan Reddy and his team of marketing researchers and professionals lay out the essentials of a high tech consumer profile then dig into the implications this holds for developing successful marketing strategies They synthesize the important current research and its findings and by taking a multi specialist approach to their subject they bring a variety of interlocking and essential viewpoints to bear on it A must read for professional marketers and their academic colleagues and a useful overview for high tech industry strategists and planners Reddy divides the book into eleven chapters and three appendices Essays introduce the major ideas about the high tech consumer and look at this consumer in business to business marketing Other chapters look at the Telecommunications Act the Internet the importance of quality in high tech goods the measurement of high tech innovators the global consumer and distribution considerations The last chapter presents conclusions and implications for marketers while the appendices look at research techniques Internet marketing and just in time retailing The book has substantive references and author and subject indexes

Forecasting for the Pharmaceutical Industry Arthur G. Cook, 2017-11-28 In virtually every decision a pharmaceutical executive considers some type of forecast This process of predicting the future is crucial to many aspects of the company from next month's production schedule to market estimates for drugs in the next decade The pharmaceutical forecaster needs to strike a delicate balance between over engineering the forecast including rafts of data and complex black box equations that few stakeholders understand and even fewer buy into and an overly simplistic approach that relies too heavily on anecdotal information and opinion Art Cook's highly pragmatic guide explains the basis of a successful balanced forecast for products in development as well as currently marketed products The author explores the pharmaceutical forecasting process the varied tools and methods for new product and in market forecasting how they can be used to communicate market dynamics to the various stakeholders and the strengths and weaknesses of different forecast approaches The text is liberally illustrated with tables diagrams and examples The final extended case study provides the reader with an opportunity to test out their knowledge *Forecasting for the Pharmaceutical Industry* is a definitive guide for forecasters as well as the

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