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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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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. Much of marketing resembles design engineering - putting together concepts,

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