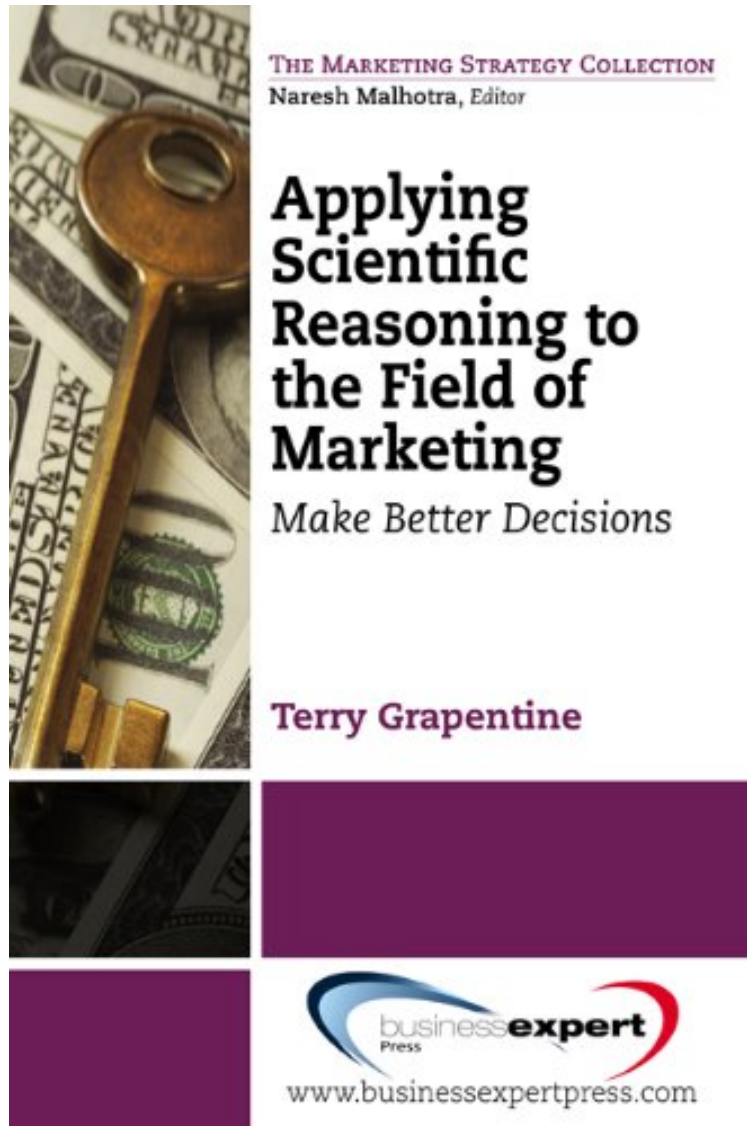


(Mobile ebook) Applying Scientific Reasoning to the Field of Marketing: Make Better Decisions (Marketing Strategy Collection)

Applying Scientific Reasoning to the Field of Marketing: Make Better Decisions (Marketing Strategy Collection)

Terry Grapentine

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and how to improve marketing thinking and methods based on fundamental scientific principles of reason and logic. There is no easy way, according to Terry, but there are a number of methods we can use to improve our decisions in a world where the rate of change is constantly forcing us to be smarter and more diligent. I especially appreciated Terry's "Laws of Marketing", which like the fundamental laws of Science/ Physics, clarify why things inevitably turn out the way they do. 0 of 0 people found the following review helpful. A must read for marketing professionals. By Annabelle Marsh I highly recommend this publication to fellow marketing professionals. It lays out the ground rules for making well-thought out marketing decisions. It has already guided the way I've executed a re-branding and product positioning in my current position! It is more than a book; I view it as a strategic guide for every day marketing decisions. Annabelle Marsh, Director of Corporate Marketing at Questerreg. 0 of 0 people found the following review helpful. Relevant to improving critical business decisions. By John Hoepfner Grapentine's book "Applying Scientific Reasoning to the Field of Marketing" provides new thinking relevant to today's complex business challenges. A must read for anyone in management or marketing. John P. Hoepfner, President | NameQuest, Inc.

Marketing decisions often misfire when driven more by beliefs than by knowledge. This book will guide you on how to differentiate between the two and to think more clearly and correctly when making those decisions, thereby increasing organizational success. The author has based this book on the fields of epistemology—the study of how knowledge is created—and the philosophy of science—the study of what it means for a science to be called a science. The motivation behind the book is quite simple: Given that science is so successful, why shouldn't marketers borrow thinking and reasoning skills from science and apply them to marketing? Indeed, why not? The book details the groundwork for learning how to apply scientific reasoning to the field of marketing, such as some basic and important definitions ("What is a belief?" "What is knowledge?"), and identifies barriers to scientific reasoning, giving an example from the Dow Chemical Company and just how Dow uses critical thinking and reasoning skills to make more effective marketing and business decisions. You'll also learn some real "thinking tools" you will need to apply scientific reasoning to solving your marketing problems. It introduces topics relating to attributes versus constructs, the meaning of causation, the relationship between coherence and justified beliefs, the importance of logic to sound reasoning, and the avoidance of logical fallacies in making sound recommendations. The book concludes by giving you direction to further improve your ability to apply scientific reasoning to solving marketing problems.

About the Author Ames, IA; Professor; Iowa State University; Terry Grapentine has 35 years' experience in the field of marketing. Most of his career has been spent as a marketing research consultant, and he has also served as the director of consumer insights for a For