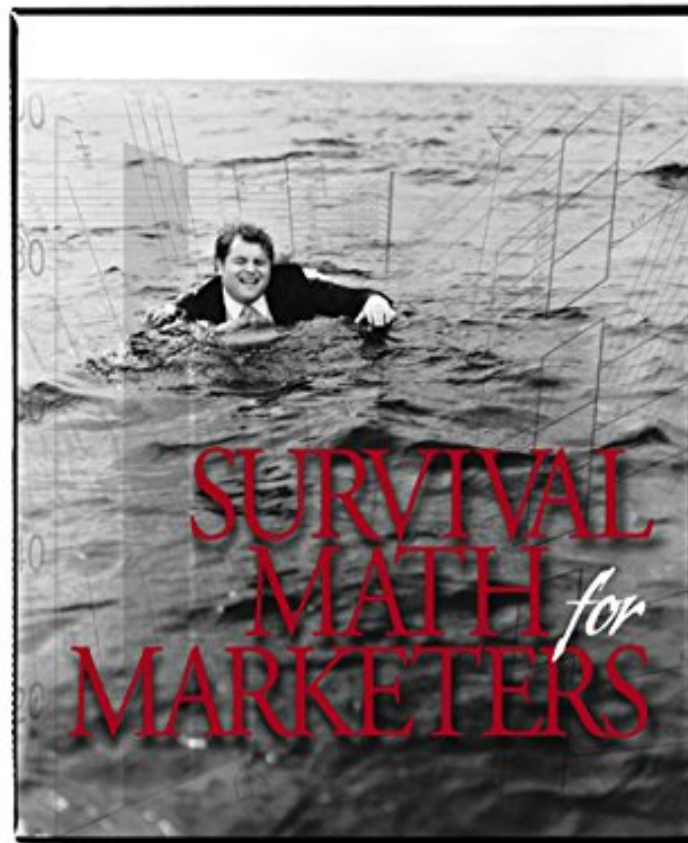


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Survival Math for Marketers

Peter C. Weiglin

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This book provides an introduction to the underlying mathematical concepts in marketing and management in terms accessible to students of all levels. Weiglin also explains the relevant non-mathematical issues, such as price sensitivity, product distribution, and sales estimates, and provides the tools necessary to fully understand the basics of each. Presented in an irreverent, conversational style, this book includes numerous real-world examples and illustrations that gently introduce the reader to the important mathematical concepts behind marketing and management. Intended for students and professionals of all levels, *Survival Math for Marketers* is a fun, easy-to-read introduction to the world of business math.

About the Author Peter Weiglin is an author, historian, and professional speaker on many topics. His company, Omnibus Communications, specializes in marketing strategy and communications consulting for companies in the publishing and computer fields. His clients have included Lockheed, Hundman Publishing, Hewlett-Packard, Apple Computer, and North American Van Lines. He teaches management and marketing, most recently at the University of California at Berkeley Extension and has also worked as an auditor for a New York City-based accounting firm. He has written, produced, and narrated several TV and radio documentaries and has written five books. During the 1970s and early 1980s, he was one of a handful of people who revolutionized the public transit industry. He was the first director of marketing for a public transit system in America and went on to become a nationally known manager/consultant to revitalize troubled transit systems. He has an MBA degree from the University of Pittsburgh. As a leisure activity, he directs the Golden Gate Radio Orchestra. He has been active in many community affairs, including a term as president of the San Mateo County (California) Arts Council.

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Preface This volume came about because a large number of the students in my Essentials of Marketing classes over the years demonstrated an abysmal knowledge of its contents. They were (and are) intelligent, competent, functioning professionals and executives in one or another of the marketing subdisciplines or in a technical area. But their prior training had not included a realistic grounding in accounting, finance, mathematics, or economics. The prototype examples are (a) English or psychology majors who are now responsible for all or part of the promotion/advertising effort at a company and (b) the engineers who have become involved in the sales/business side of their organization. To put it mildly, these folks suddenly found themselves floundering in an unfamiliar world, not fully understanding the bases on which they were being judged, and too often being blindsided by mathematical forces that, they were assured, were beyond their control. Hence this book, which will not teach you everything about the mathematical disciplines related to marketing and management, but will get you started, fill in some gaps, or explain a few things that may have been puzzling you. Part of what we're doing is identifying problems that aren't math problems at all, but people problems. Like price sensitivity or product distribution or sales estimates. There are math tools that can help you, but they are neither magic answers nor ends in themselves. In fact, for just about every "math problem," when you scratch it, you'll find a people problem hidden underneath. This book explores that relationship between math and people. . What are "generally accepted accounting principles"? Why is this or that formula or apportionment method being used? How much did that widget really cost us? How does all of this square with our personal code of ethics? Many people have contributed to this effort, and I know I'll never have room to name them all. The list includes Rajiv Samantrai, Callee Brown, Judy Rothman, Sarah Hawthorne, and Jeanne Weiglin. The list also includes a number of past colleagues and adversaries whose actions formed the basis for statements that might otherwise have been thought to be unbelievable. Finally, I must thank, and dedicate this volume to, three women who have contributed to the feminization of the accounting profession—Dawn Weiglin Glover, Joanne Larson Short, Vera Harries Wall—all of whom substantiate my statement that "Some of my relatives and best friends are accountants." They succeeded and are succeeding, because they understand the principles outlined in this book. Peter Weiglin San Mateo, California