

THIRD EDITION

The Marketing Game!

with Student CD-Rom

Charlotte H. Mason William D. Perreault, Jr.



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Charlotte Mason is Associate Professor of Marketing at the Kenan-Flagler Business School, University of North Carolina at Chapel Hill. She received her Ph.D. from Stanford University in 1985. Dr. Mason's research specialization is the development of marketing models. In fact, *The Marketing Game!* simulation builds on her research in modeling the demand for new products. Her publications include articles in *Journal of Consumer Research*, *Marketing Science*, *Journal of Marketing Research*, and *Marketing Letters*. She also serves on the editorial review boards of several major journals, including the *Journal of Marketing Research* and *Journal of Marketing*. Prior to her academic career, Dr. Mason worked at Procter & Gamble—where her major responsibilities focused on designing and programming simulations used in strategic planning. Following that experience, she worked as a consultant for Booz Allen—where she was also involved in developing simulations for Booz Allen's clients.

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Preface

We are excited about this new third edition of *The Marketing Game!* And we hope you will be too. It includes many new innovations and improvements that build on the success of our earlier simulation, and it incorporates the latest thinking in the field.

At the risk of “getting ahead of ourselves,” we’ll give you a quick preview of what’s new with this edition. We have completely redesigned and reprogrammed all of the software. The new Windows software that accompanies the student manual is easy to use, offers context-specific help, and makes it even easier to submit marketing plan decisions and print reports. The new instructor software has an innovative design that saves time—making it fast and easy for instructors to setup and run the simulation, even when dealing with a large number of competing firms. For example, the instructor software now automatically checks that relevant plan and history files for all firms (regardless of the number of industries) are available, and then a “single click” runs the simulation and prepares reports for all industries in “batch” mode according to options set by the instructor. The software provides both instructor and student users with on-screen “hints”—and the comprehensive online help system addresses any questions that may arise.

The software now creates password-protected plans and (at the instructor’s option) Report files; this system relies on advanced 128-bit encryption technologies for added security. This provides an easy and secure way for faculty and students to take advantage of advances in information technology and exchange plan and results files electronically—whether from an Internet website, by email, over a school’s network, or even via an FTP server.

We’ve also designed the structure of computer files so that they are resistant to destructive computer viruses. This is a nontrivial consideration in today’s university computing environments. *The Marketing Game!* protects both faculty and students from risks and damage of viruses that plague use of many other simulations, especially those that have been built by simply overlaying “macros” on existing software (such as Excel spreadsheet templates).

The analytical foundation for the underlying simulation model has been updated

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