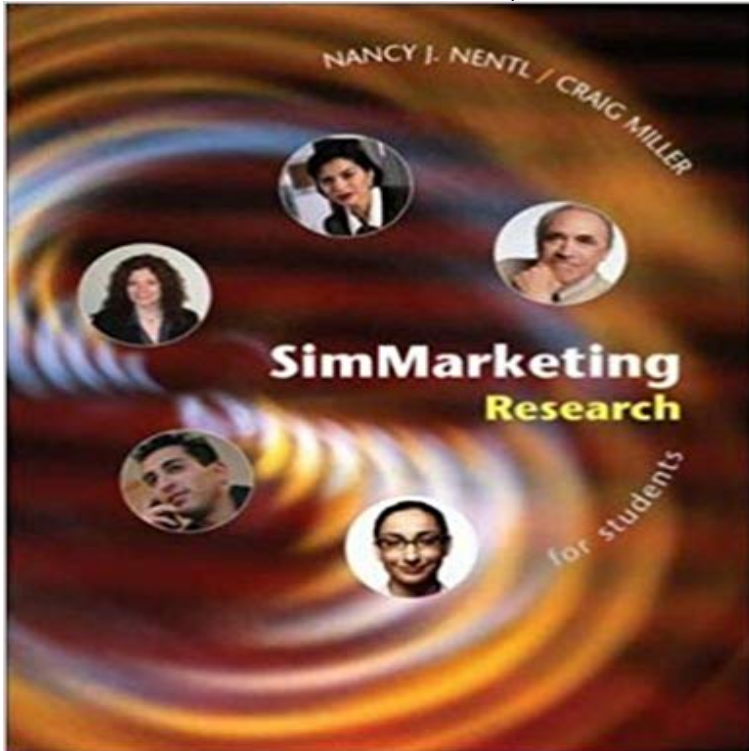


SimMarket Research: Playbook for Students



The Sim series is a set of five CD-based simulation modules (each accompanied by a print manual) that can be packaged separately or as a set with any marketing, sales, or management text and are designed to teach strategic decision making while reinforcing marketing and sales principles. Each module uses today's hottest marketing and financial analytics to underscore the importance of making quality management decisions. All of the modules stress the importance of optimizing short-term revenue gains and long-term profitability (customer lifetime value). Students will understand the challenge of aligning short-term and long-term goals, and recognize when these goals can be in conflict. The most unique selling feature of the modules and the hallmark of the Sim series is The PhisoTech Story. Each simulation features the continuing saga of PhisoTech, a niche player in the pharmaceutical industry, and its cast of engaging and sometimes eccentric characters. The PhisoTech Story is both entertaining and compelling, and is written specifically to enhance the cognitive involvement of students and inspire creative, analytical decision making.

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