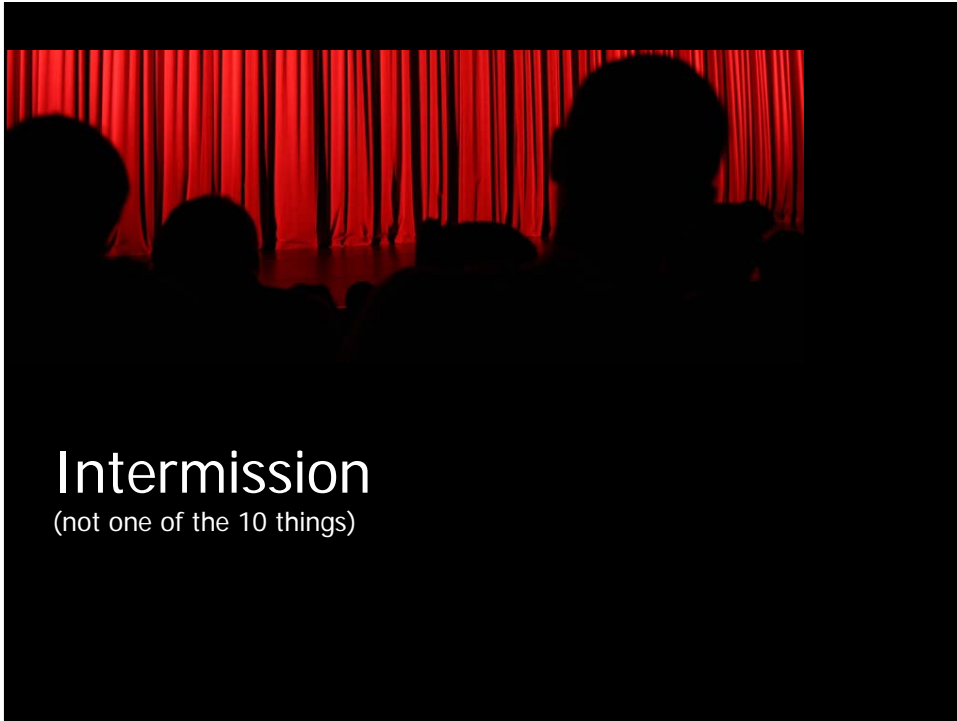


# 10 things every engineer should know about marketing and communications



Marketing is squishy



# Intermission

(not one of the 10 things)



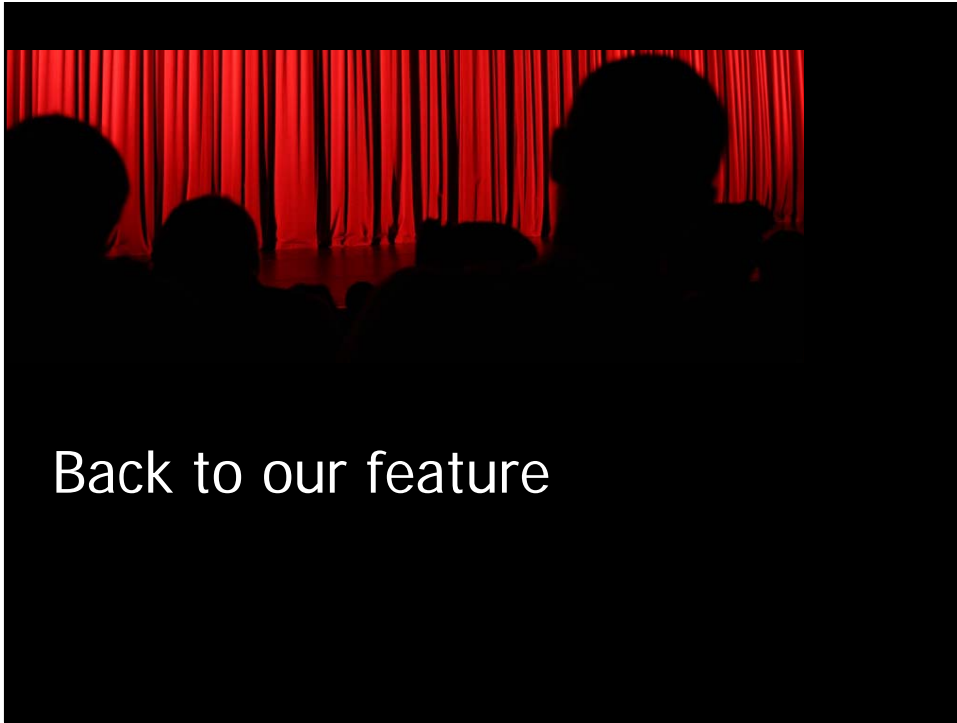
It could happen to you.



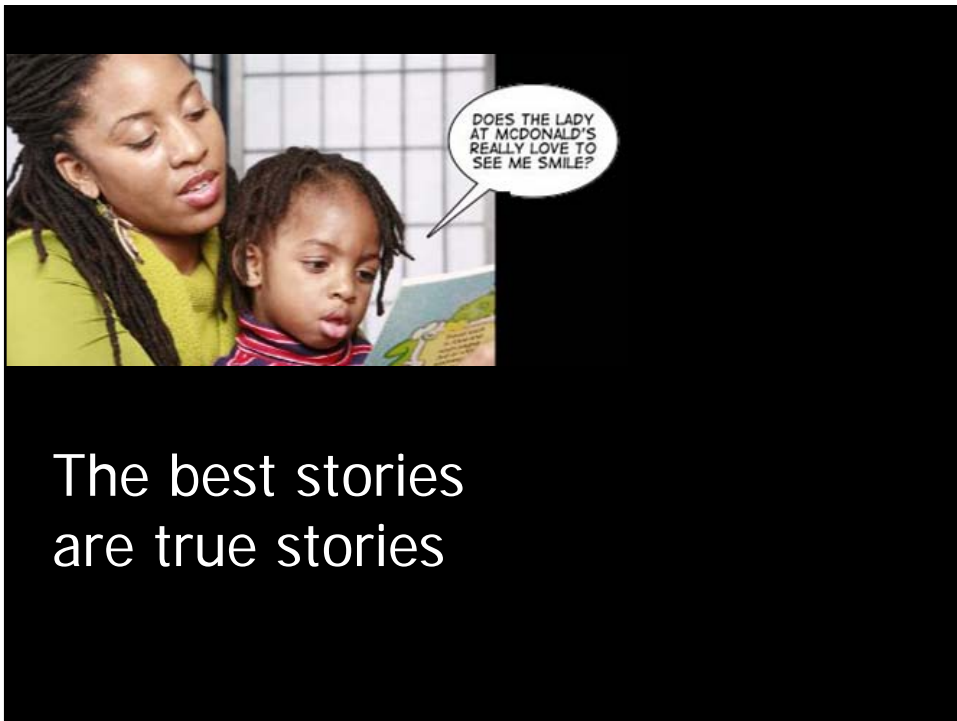
Who is this man  
(still part of the intermission)



Who is this man  
(still part of the intermission)



Back to our feature



The best stories  
are true stories



The better product  
doesn't always win



Those who don't know history  
are destined to repeat it



YOU KNOW, MY WIFE JUST DOESN'T LIKE THE AD

Your personal taste—or your spouse's—doesn't matter



WE'RE EVEN THEN. WE DON'T LIKE YOUR WIFE.

YOU KNOW, MY WIFE JUST DOESN'T LIKE THE AD

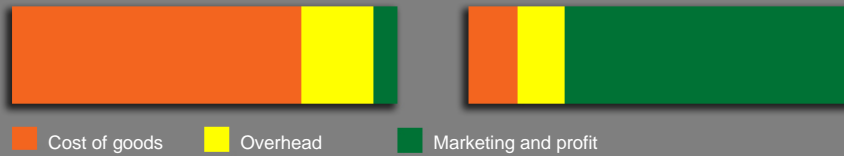
Your personal taste—or your spouse's—doesn't matter



Marketing isn't intuitive



Marketing costs money



Knowing the numbers  
is a prerequisite  
for rational marketing



If it absolutely positively  
must get there overnight ...  
somebody %@#\*ed up



Copy is king



The presenter would like to thank istockphoto.com for all the cheap (\$1.50 to \$5.00) stock photography used in this presentation

*My Life in Advertising*, Claude Hopkins  
*Successful Direct Marketing Methods*, Bob Stone  
*Where the Suckers Moon*, Randall Rothenberg  
*The Wizard of Ads*, Roy H. Williams

## Reading list