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)
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
Your personal taste—or your spouse’s—doesn’t matter

You know, my wife just doesn’t like the ad

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
Reading list

*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