



# Marketing Fundamentals for Engineers (Ppi Professional Series)

*Stan Haavik*

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On the surface it would appear that an engineer would need to know little about marketing, or even communicate with marketing professionals, to be successful. However, an engineer that understands and anticipates market conditions can design products that meet the exact needs of a market at the right time.

### Learn the marketing principles behind successfully engineered products

- Develop marketable products that meet customers' needs
- Identify solutions that positively impact customers lives
- Create and define previously untapped markets
- Work effectively with marketing professionals to understand market conditions and product requirements

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