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He is the author or co-author of twelve books (including Marketing Models with Phil Kotler, Marketing Engineering and Principles of Marketing Engineering), as well as over 100 professional articles. He is on the editorial board of the International Journal for Research in Marketing; is functional Editor for Marketing for Interfaces, and is Area ...

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Gary L. Lilien, who coined the term Marketing Engineering, is Distinguished researcher Professor of Management Science at the Smeal College of Business at Penn State, an organization aimed at fostering research and interchange in non-consumer markets.

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