

FOR IMMEDIATE RELEASE**Want to Create the Next iPod?
Selling Blue Elephants will show you how!**

April 11, 2007 (Philadelphia, PA) – Can you remember the world before the iPod? How about the world before chunky tomato sauce or brown mustard? Many of these products came about not through focus groups and polling, but rather through research and development labs and marketers developing the products they knew customers would want, before customers knew they wanted them.

Selling Blue Elephants: How to Make Great Products That People Want Before They Even Know They Want Them shows your readers how they can do what companies like Hewlett-Packard, Prego, Vlasic, and MasterCard are already doing, no matter the size of their business or the size of their budget. ***Selling Blue Elephants*** specifically shows companies how to use Rule Developing Experimentation (RDE), an easy, fast, cheap and flexible process that will transform the way they do business.

RDE is an automated seven-step process that defines how to design, test and modify alternative ideas, packages, products, or services in a disciplined way so that they discover what appeals to the customer, even if the customer can't articulate the need, much less the solution.

Selling Blue Elephants examines the use of RDE in innovation and design, as well as the possible uses of RDE in the international, political, bioinformatics, and finance areas. The best-practice examples from today's top companies illustrate for readers how they can apply the same process not only in product and service design, but also in their marketing and messaging of products and services.

In today's hyper-competitive world, it is not enough to know how to make products better. It is more important than ever to anticipate what consumers want, before they realize that they can't live without it. ***Selling Blue Elephants*** is the book that will change the way people think about selling to their present and future customers.

"This book is as much fun to read as it is informative, and it is as deeply rooted in psychology as it is in the science of marketing. They really deliver the goods!"

Professor Stephen Kosslyn, Chair, Psychology Department, Harvard University.

"We are in an age of the next killer application and it is elusive. ***Selling Blue Elephants*** is an absolute must read for any business moving from strategy to execution. Howard and Alex have built a process driven engine (RDE) that delivers actionable results that have a direct tie back to business directives. Bringing reality from concept is the key ingredient to a successful business idea—***Selling Blue Elephants*** is the cookbook."

Peter Tripp, Vice President, Strategic Programs Office Global Outsourcing and Infrastructure Services, UNISYS

Review copies of ***Selling Blue Elephants*** are available by request. To schedule an interview with the authors or to request an excerpt for publication, please contact Ken Spence at ken.spence@pearsoned.com or call 416-386-3459.

About the Authors

Howard Moskowitz is president and CEO of Moskowitz Jacobs Inc. He is a well-known experimental psychologist in the field of psychophysics and an inventor of world-class market research technology. Widely published in the scientific press, Dr. Moskowitz is known worldwide as the leading thinker and creator of advanced research technology in the area of new product and concept development.

For the past two years, Dr. Moskowitz appeared weekly as the Food Doctor on ABC NewsNow, where he anchored a 10-minute spot featuring young food and beverage entrepreneurs.

Alex Gofman, VP of Technology and CTO of Moskowitz Jacobs Inc., was the architect of several globally-recognized commercially available technologies and the author of many patents. His papers have been presented and published extensively around the world.

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Wharton School Publishing is a partnership between Pearson Education, the world's leading education company, and the Wharton School of the University of Pennsylvania. The Wharton School of the University of Pennsylvania is recognized around the world for its academic strengths across every major discipline and at every level of business education. Founded in 1881 as the first collegiate business school in the nation, Wharton has approximately 4,600 undergraduate, MBA, and doctoral students, more than 8,000 participants in its executive education programs annually, and an alumni network of more than 80,000 worldwide.

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Selling Blue Elephants: How to make great products that people want BEFORE they even know they want them

Howard Moskowitz and Alex Gofman

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