

FOR IMMEDIATE RELEASE

MOSKOWITZ JACOBS INC ANNOUNCES A NEW BOOK OFFERING TIME-TESTED AND CLIENT VALIDATED METHODOLOGY TO BREAK THE CODE OF GETTING TO MARKET WITH THE RIGHT PRODUCT

***Selling Blue Elephants –
How to Make Great Products That People Want Before They Even Know They Want Them***

May 8, 2007 (Philadelphia, PA and White Plains, NY) – Wharton School Publishing and leading global market research company, Moskowitz Jacobs Inc., are pleased to announce the release of a revolutionary tool for company executives. Through engaging and informative case studies, ***Selling Blue Elephants*** (May 2007; \$27.99; ISBN: 0-1361-3668-0) illustrates how brands like Hewlett-Packard, Prego, Vlasic, and MasterCard utilized a fast, easy, flexible and cost-effective process known as Rule Developing Experimentation (RDE) to transform the way they create consumer-targeted products and messages.

Completely scalable for organizations of any size and even for those with limited budgets, 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 companies 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 applications in the international, political, bioinformantics and financial services arenas. The best-practice examples from today's top companies illustrate to 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.

“We have a proven solution which has direct impact for those managers with bottom-line accountability for their organization,” explains Dr. Howard R. Moskowitz, President of Moskowitz Jacobs Inc and the creator of RDE. “This is the fastest, most cost effective and intuitive way for executives and managers to stay well-ahead of the customer demand curve.”

In today's hyper-competitive world, it is not enough to know how to make products better. Organizations must be able 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. RDE is the solution which offers companies of all sizes worldwide an actionable tool to give them competitive differentiation and a means to break away from their competition.

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About Moskowitz Jacobs Inc. (MJJ)

Through its revolutionary, award-winning and patented quantitative, consumer insights technologies, MJJ (www.mjj-designlab.com) serves as a strategic marketing communications partner to Fortune 500 and mid-tier organizations globally. By delivering enhanced marketing knowledge, MJJ provides clients with the tools and expertise to accelerate innovation, develop sustainable brands, understand the competitive category and identify new niches. MJJ's methodology and tools have been successfully deployed and proven in more than 40 countries. Founded in 1981, MJJ is a privately-held company with global headquarters in White Plains, New York.

About the Authors

Dr. Howard Moskowitz is President of Moskowitz Jacobs Inc (MJJ). He is a well-known experimental psychologist in the field of psychophysics and an inventor of world-class market research technology. Widely published and referenced in the scientific press, Dr. Moskowitz is considered one of the leading thinkers and creators of advanced research technology in the area of new product and concept development. Alex Gofman, VP and Chief Technology Officer of MJJ is the architect of several globally-recognized commercially available technologies and the author of numerous patents. His papers have been presented and published extensively around the world.

About Wharton School Publishing

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.