



TAKE PART in this great Executive Development opportunity for EMBA alumni.

MARKSTRAT

Markstrat is like General Electric - venerable but always reinventing itself. It is a very good game - complex, exciting, and powerful. It is very well thought out and is realistic (for example, the demand curve will not let you set the price to near zero and sell an infinite volume). The number of things you will need to understand will seem overwhelming at first. It has been said that the only sustainable competitive advantage is the ability to learn better and more quickly than the competition. That old saying is surely true in Markstrat. Being first to understand the game is a tremendous advantage.

Markstrat Online is an online revision of MarkStrat 3 (Windows), MarkStrat2 (DOS), and MarkStrat (IBM 360 OS). We will be using Markstrat Online since older versions of the game no longer work consistently across various operating systems.

All game decisions are administered via the Web. You will be sending decision files to me, and receiving results files from me via the StratX Web server.

JOHN HULLAND received his PhD in Marketing from MIT in 1990. He has taught various courses, including Brand Management, Marketing Research, Marketing Management, and Advertising and Promotions Management. Hulland has taught courses in China, Hong Kong, Kuwait, the Czech Republic, and Germany, and was director for five years of an exchange program with executive MBA students enrolled in the Erasmus Business School (in the Netherlands). He also has extensive experience teaching on non-degree executive programs.

Hulland joined the faculty of the Katz Graduate School of Business, University of Pittsburgh in 2001. Prior to that, he was a faculty member in the Richard Ivey School of Business at the University of Western Ontario in Canada (1989-2001). His research focuses on three broad areas: (1) understanding and managing the relationship between marketing resources and firm performance, (2) improving the effectiveness of marketing and sales group interactions within firms, and (3) applying causal modeling techniques in strategic contexts. Hulland has published his research in a wide range of top journals, including *Journal of Marketing Research*, *Journal of Marketing*, *MIS Quarterly*, *Information Systems Research*, *Marketing Science*, *Strategic Management Journal*, and *Organization Science*.

RSVP by February 15, 2007 to: [Ana Paula Giacomina](mailto:agiacomina@katz.pitt.edu), agiacomina@katz.pitt.edu or (11) 5180-3674