

**Berkeley Mathmarketics Group<sub>cc</sub>**

**How the Berkeley Mathmarketics Group<sub>cc</sub> can help your business**

Here's a sample of our expertise in helping businesses like yours

**Berkeley Mathmarketics Group<sub>cc</sub>**  
*completely confidential*



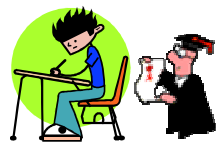
*What hurdles will a manufacturer of digital subtraction angiography units have to clear before it can successfully market its products in a developing nation?*



*How can the department of a university move up the subjective rankings in the discipline?*



*How can an upscale restaurant commence operations in an overseas market?*



*How should a business school that is not AACSB accredited niche itself?*



*What is the size of the market for lockable hard gelatin capsules?*



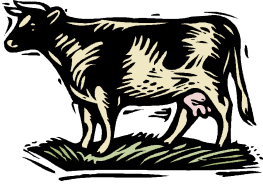
*How should a French manufacturer launch aftershaves, perfumes, deodorants and colognes in developing country?*



*How should a conservation group increase its donor base?*



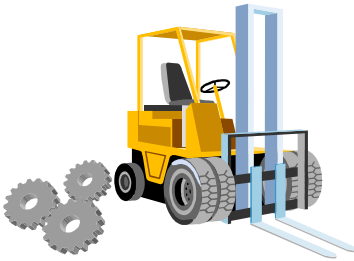
*How should a manufacturer of aircraft sealants launch their products in a foreign country?*



*Considering its main competitor, how should a manufacturer of milk food drinks market its flagship brand?*



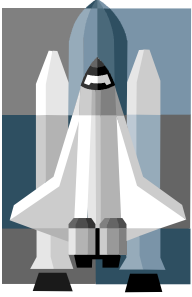
*How should a consumer panel track the dynamics of the market for chocolates, considering that chocolate slabs in that market were shared with various members of the household? Should the panel track household purchase data, data on individual purchase, or data on individual consumption?*



*How should a manufacturer of industrial products sell its products to government-owned companies in an overseas market, considering that corruption is rampant in that market?*



*How should a family-owned consumer products company go about revamping its entire Marketing division?*



*How should an institute of advanced technology that is in a rather unattractive location attract top-notch research faculty?*



*Should a manufacturer that sells highly sophisticated locking systems to markets like airlines and consulates launch its products in a certain developing country?*



*How should a beach town with a very limited advertising budget attract tourists?*



*Should a company that has experience selling industrial products only to foreign governments sell a computer product to consumers?*

The **Berkeley Mathmarketics Group<sub>cc</sub>** is ideal for  
marketing research on legal issues

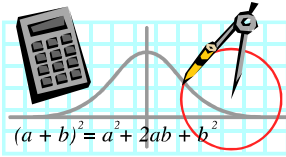


What do the letters 'cc' stand for in our name and why is the Berkeley Mathmarketics Group ideal for marketing research on legal issues?

The letters 'cc' stand for Completely Confidential. We are paranoid about maintaining client confidentiality and we take privacy issues extremely seriously. Every aspect of our relationship with our clients is confidential. We never re-use data collected either directly or indirectly on any of our client-specific projects. Unlike other marketing research companies, we destroy all computer programs written for your data analyses. We have a policy of destroying all hard and soft data and information collected for our clients, after the final report has been submitted. We minimize the information we put out on the web, even about ourselves. We encrypt all our files using the latest encryption technologies. We store all our data securely and the data is off-line at all times. Upon project completion, we erase every computer file pertaining to your project using either DoD 5220.22-M STD (3 pass) or Gutmann (35 pass). We do not even reveal our client lists to anyone. All of which makes us ideal for marketing research on legal issues. You can trust us completely whether for your legal needs or for sensitive issues like new product development, test marketing or other projects demanding unusually high levels of discreetness.

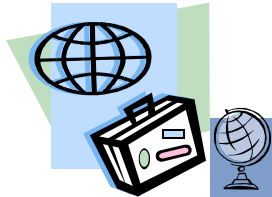
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Three more ways the **Berkeley Mathmarketics Group<sub>cc</sub>** is different from other marketing research and consulting companies



What does Mathmarketics mean?

Mathematics, marketing and econometrics. It signals our highly quantitative orientation. We are as used to getting our hands dirty in hard data as we are to esoteric game theory. We keep ourselves current with the most recent working papers and we're familiar with the latest research published in journals like *Marketing Science* or *The Journal of Economic Theory*. However, don't let this fool you about our capabilities in qualitative research. We are as capable with focus groups or interpretive research as any of our competitors.



We come to you wherever you may be.

We are more than a marketing research company. We come to you and work in your office for a month, two months, a year, or more. So we effectively function as an extension of your marketing division. And whether you are in Berkeley or Amsterdam or Russia or India, we come to you.



Finally, we contract with faculty from the best schools for our projects. Which means you work with profs from schools like Berkeley, Wharton, Harvard, Stanford, Notre Dame...