

Preface

Mind Genomics was first introduced by Dr. Howard Moskowitz, an alumnus of Harvard University and the father of Horizontal Segmentation—a widely accepted business model for targeted marketing and profit maximization. He is a Sigma Xi Laureate and is portrayed by many as a genius (Google: Malcolm Gladwell about Howard Moskowitz). Later on, Howard teamed up with Mr. Stephen Onufrey, who spent most of his professional life at IBM, with Stephen contributing important additions to the business aspects of Mind Genomics. It is the talent of the two of them, working in synergy, which created the major successes of Mind Genomics, mostly in the USA. It is the hope of the authors of this book to bring the worldwide attention to the promise of Mind Genomics, for business in particular, and society in general. The authors of this book, Dr. Veljko Milutinovic and Mr. Jakob Salom, are thankful to Dr. Howard Moskowitz and Mr. Stephen Onufrey for sharing with them the history and specifics about early developments in Mind Genomics and for generously giving them the opportunity and support to do research in the domains of engineering and scientific aspects of the overall system.

Consequently, this book is divided into two parts, one on the major engineering aspects and the other on the related scientific research. The epilogue of the book gives pointers to the most recent work of Dr. Howard Moskowitz and Mr. Stephen Onufrey, related to issues of interest for business and society.

Mind Genomics

A Guide to Data-Driven Marketing Strategy

Milutinovic, V.; Salom, J.

2016, XV, 115 p. 142 illus., Softcover

ISBN: 978-3-319-39731-3