



**They can dish it  
out in Sweden.  
But where did  
they go to see if  
people in the U.S.  
would take it?**

They came to Bentley College. Our Center for Marketing Technologies made it possible to conduct a taste test and package design survey of over 500 people – and instantly tabulate the results. In one day, Swedish food giant Carlshamm Mejeri AB gained information that typically requires a month to generate. They also got a very good glimpse at how Bentley's technologically advanced campus provides students with huge advantages in today's business world. Want a taste for yourself? Log on or call 1/800/442-4723.

## **BENTLEY COLLEGE**

**The Business School  
for the Information Age**

[www.bentley.edu/gradinfo](http://www.bentley.edu/gradinfo)

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**Attend a Graduate Information Session on Saturday, April 15, 10 am.**