

arithmetic. On a more sophisticated level, it is designing educational opportunities, experiences, and institutions that meet the real needs of people.

Air pollution is a widely recognized "social problem" in Denver. Despite the EPA, Sierra Club, and so many others, the air in Denver seems to get browner every year.

"Marketing" solutions to the problem would be providing and selling a viable mass transit system. It would also be replacing the present polluting products and lifestyle with newer and better options. The old systems have not worked because they relied upon force and dubious premises about how people live and what they want.

The marketing solutions to these problems are to identify the real needs, wants, and problems of the people; develop solutions in the form of newer and better goods and services, and then efficiently market the new products.