

## Book Review

### Title : **Managing Marketing : An applied approach**

Author : Noel Capon and Siddharth Shekhar singh

Publisher: Wiley

Reviewed by: Dr Ritu Talwar

Assistant Professor

NDIM, Delhi

This edition of **Managing Marketing : An applied approach**, provides students and businesses information on how to market effectively. This book takes a hands-on, step-by-step, easy-to-measure results approach to creating a marketing strategies that has been proven to work even at very large companies. Information on how to do marketing is broken into easy-to-understand steps that together form The Big Picture. This textbook not only provides sharp edge insights but also teaches how the reader can use them in practice. The extensive use of online supplements audios, videos adds to another dimension. They provide deeper insights into relevant issues and makes the book more useful for the reader. The chapters are easy to remember so they can be used in real-world situations. The addition of the MCQ, work sheet, the MARKOR Scale are really important. This gives the students wonderful new perspective. The beginning of the book with the help of marketing and the firm has provided a different base compared to other marketing books available in this field. For each chapter, the book walks through how to figure out that particular portion of the marketing strategies, what are the factors involved and the consequences of different decision paths. This book has total 5 sections. Section 1 explains concepts of marketing and the firm, it highlights the most recent trends and developments in marketing—with an emphasis on customer as a king. The value of customer is highlighted. Concept of CLV is introduced. Section 2 introduces new fundamental insights of strategic marketing. The perspectives in successful market planning is discussed. It presents additional company examples of creative, market-focused, and customer-driven action. It includes PESTLE analysis and Marketing research. Market insight and customer insight is covered highlighting important strategies. Coverage of Section 3 includes STP, PLC and managing brands. Specific issues discussed are developing and sustaining a strong brand along with brand architecture. Section 4 discusses the aspect of implementing the marketing strategy and concept of service marketing, pricing strategies, managing sales force and IMC. Section 5 highlights the contemporary issues of marketing like rural marketing, global marketing etc. It covers alternative international strategies for entering and surviving global markets.

So in all this book provides an insight in marketing language, logic, strategy and implementation. It helps in strategically thinking about firm's market, products and services. It gives a common language for thinking about marketing issues. Building customer satisfaction, market-oriented strategic planning, analyzing consumer markets and buyer behavior, dealing with the competition, designing pricing strategies and programs, and managing the sales force. It addresses how marketers should address marketing issues. For marketing managers who want to increase their understanding of the major issues of strategic, tactical, and administrative marketing—along with the opportunities and needs of the marketplace in the years ahead it provides complete framework for understanding the marketing concepts, terms, practices in changing business scenario It is an excellent book on advanced Marketing. It explains the marketing concepts by giving a scenario of cases like Starbucks, Dabur, IKEA, Meru cabs, Taj hotels, Thomson financial etc. Those who have basic knowledge of Marketing and now seeking for advanced knowledge must read this book. It covers updated topics like global marketing, International and regional marketing, economic fluctuations and certain other areas of management linked with marketing. The book focuses on the major decisions that marketing managers and top management face in their efforts to harmonize with the organization's objectives. It also focuses on how marketers should focus on bottom-line-shareholder value. After providing conceptual tools and frameworks for analyzing recurring problems in marketing management authors cite cases and examples to illustrate effective marketing principles, strategies, and practices. Authors developed strategic thinking to the complete spectrum of marketing such as products, services, persons, places, information etc. It lay focus on various ideas and causes; types of consumer and business markets. It covers aspects of profit and nonprofit organizations, public sector marketing; domestic and foreign companies; Product and Service businesses; and low- and high-tech industries. It puts significant effort in giving knowledge of both b2b and b2C marketing it introduces new perspectives in successful strategic market planning, and presents additional company

examples of creative, market-focused, and customer-driven action. Also, there are elaborate discussions on marketing during economic crises, importance of international marketing and its inevitable role in marketing in the current scenario. It has comprehensive and Balanced Coverage. It has global as well local content with respect to India. The authors cover all the topics that an informed marketing manager needs to understand, execute strategic, tactical, and administrative marketing, capabilities, and resources with marketplace needs and opportunities.

In this edition of marketing book the author provides revised and updated content from the global as well as local context. It is pretty light on pictures and fluff. It focuses on the manager not just the marketer. It provides in length and breadth as well as in depth for exposing students to Marketing Management for the first time. It emphasizes the role of marketing in creating value for the customer including shareholders and employees. Some Differential advantage of this book are:

### **Focus on India**

#### **Improving share holder value**

#### **Normative focus**

#### **Balance between B2C and B2B marketing**

#### **Public and not for profit marketing**

#### **Rural marketing**

These new marketing realities make it more important than ever for marketers to be holistic in what they do, the overriding theme of this text. Chapter 22 focuses on Balance score card along with monitoring and control, Chapter 12, on managing the product line is updated with strategic portfolio framework. Chapter 24 is titled as “Rural marketing” as insight into opportunities for firms. Author also highlights issues related to developing and implementing rural market strategies. The book has been divided into 24 chapters so as to educate people about modern marketing that includes, 1. Marketing and the firm 2. Fundamental issues of strategic marketing 3. Strategic marketing. 4. Implementing the Market strategy 5. Special Marketing topics.

The book is useful for marketers, students, teachers, consultants across the globe. In the text, the authors provide a set of materials that will enable students to attack marketing problems by utilizing an integrated framework and associated tools designed to help them analyze, prioritize, and then solve these problems.

The framework of each -chapter includes

Case insights: cases from companies like Dabur, IKEA,TAJ hotels, Star bucks

The changing view

Market Key ideas

Special topics highlighted in boxes

Videos and audios

Examples

Questions for study and discussion

Glossary: Key terms highlighted

Online resource

This book is written keeping in mind about India. The book is a blend of marketing theory, cases, practical problems. The glossary given at the end of the book will help the student to prepare for exam fully. Key messages act as summary for each chapter. The book is easy to understand. The utility of the book is increased further by adding questions for discussion at the end of each chapter. Question Papers of previous years of India will further increase the utility of book. So in all it is a excellent marketing text suited for India.