

The book is divided into four main parts – Introduction to Business Researchers, The Design of Research, The Sources and Collection of Data, and Analysis and Presentation of Data. Each part in turn comprises of 4 to 5 neatly composed chapters. The authors have given sufficient attention in the construction of each chapter. The striking features of the book are :

- i) balanced presentation of practical application and fundamental concepts,
- ii) detailed handling of various empirical research concepts,
- iii) numerous cases and illustrations and
- iv) simple and reader friendly presentation approach.

In this context, the authors are well within their claim of this book being appropriate for MBA programs with cross-functional research focus. By covering topics ranging from design concepts to various analysis techniques, the authors have ensured the placement of most of the research related aspects in one book. The book also acknowledges the internet as an important source of knowledge and discusses the related issues.

On the negative side, the book has not given sufficient attention to mathematical and case research methodologies. As two important research methodologies in business research, it would be prudent on part of the authors to give these methodologies more attention in a future edition of this book.

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***Economic Restructuring, Technology Transfer and Human Resource Development (Second Edition)*** by B. R. Virmani and Kala Rao (Response Books, New Delhi, 1999. Rs. 450/-)

The restructuring of the Indian economy has attracted much discussion and debate as to the priorities and strategies involved in moving to what is fashionably termed as a market-friendly environment. The literature on macroeconomic policies of stabilization and sectoral policies of structural adjustment is quite large. There is, relatively, much less written on the particular dynamics of organizational restructuring in response to new policy environments, along with the important need for adopting new technologies. In this process of organizational change, the task of improving human resources through improved training, redeployment and the creation of new incentive schemes is undoubtedly vital, without which, in the ultimate analysis; no reform process would be able to deliver tangible benefits.

The book under review is a contribution in providing information about and experiences of restructuring with a focus on technology and human resource development. The conceptual framework with which the volume begins is a description of what constitutes the current state of wisdom about reforms in multilateral agencies like the Fund and the Bank. There is not much analysis in this section, and hardly much to contest in terms of what needs to be done. The authors are somewhat silent on the difficulties to implementation, some of the consequential problems, and the transitional social costs of restructuring.

The second part of the book deals with country case studies. The experiences of Malaysia, Thailand, Singapore and India are summarized with interesting evidence of comparative performances and focussing on the crucial differences in policy priorities. The third section deals with organizational case studies, one each from the process, electronics, information and computer industries. The case studies illustrate the possibilities of technology transfer and strategic choices available in restructuring. It also illustrates the influences (both enabling as well as restrictive) that the policy regime of the nation exerts on individual business organizations. The fourth and final section discusses the lessons to be learnt and the directions for the future. There is also, as an addition in the second edition, a discussion of the Asian Crisis and the force of globalization.

This book is useful as a source of organized information about performances and experiences, but short in terms of analytical content. It is better suited for an interested corporate executive with time on his/her hands, than a serious academic who is looking for underlying reasons that determine final outcomes.

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*Logistics Management & World Seaborne Trade* by Krishnaveni Muthaiah (Himalaya Publishing House, Mumbai. 1999)

The book discusses logistics in the first two chapters and then proceeds to discuss seaborne trade in ten of the next eleven chapters. One chapter is devoted to airborne transport. The discussion of logistics is rather short and general. There are no original viewpoints or insights. There is also very little attempt at integrating logistics with the discussion of seaborne trade.

Chapter 1 (Marketing Logistics System) briefly discusses logistics, its interface with marketing and the product lifecycle. It also describes distribution issues such as warehousing and transportation. Chapter 2 (Export Marketing Management) considers