

Finally, while the general editing and the overall production quality of the book is satisfactory, the publishers should have taken more efforts to make the book absolutely flawless and to improve its flow.

Sanjiv D. Vaidya
IIM Calcutta

The Craft of Copywriting by June A. Valladares, Response Books – A Division of Sage publications, New Delhi, 2000, Rs. 295.

Simply speaking, copywriting is salesmanship in print. If we can take the craft of writing to an art form of selling we will not only win rewards but earn our so called client's undying admiration. Accounts have moved from one advertising agency to another with creative people who know how to sell. The sooner we grasp this concept the less likely we are to be disappointed with the grease behind the glamour of advertising.

Morefully, because copywriting is a craft the quality and craftsmanship is bound to differ. In fact, copy writers are the good carpenters who go to work turning out tables, but the size and shape and design of each table will be as various as the carpenters, expertise even when they are all working to the same. Again, so far as carpenters calibre is concerned, some are noted for their functional hardworking tables. Others consistently produce beautifully wrought tables which are also as strong as steel. But the fact remains that whatever the design or form of the table it must be table the very least or the client may be justified in hiring another carpenter.

It is in this exciting and tough field of advertising many people are now drawn because of its perceived glamour and high salaries. But the behind the scenes grind and the witty-gritty of daily chores come as a rude shock. Some nagging questions are still haunting us : How do we define a proposition? How do we get the feel of a project fast enough to meet a deadline? How do we handle there jobs at a time? Is it absolutely necessary to believe in the product? Or is it enough to believe in crafting a good ad? Do we write for ownership or the creative director? What if a product does not live up to its advertising?

Fortunately, the present book seeks to answer some of these questions and provides clues to some others. Valladares' is basically workman's book. It provides us how to think, how to ideate and how to write and evaluate good copy – for press ads, for hoardings, for radio, for films/TV/audio-visual and for direct mailers.

To get the most out of this guidebook, the readers must attempt the assignments given at the end of the each chapter. All the assignments have been structured to lead us step by step to a total mystery of the craft of copywriting. In fact, doing the assignments is the only way we will understand the basic principles so that they become an essential part of our creative thinking and working.

Using a direct and anecdotal style, Valladares taught us a valuable lesson about advertising identifiability; "Technology may become more sophisticated. There is no substitute for IDEAS and these can be generated only by the human mind".

Finally, it must be admitted that there is nothing *original* in this book. Actually, Valladares has done what the copywriters the world over are doing every day of their working lives : "Saying it differently while trying to say it memorably". This is the real essence of copywriting.

Tridib Chakraborti
IIM Calcutta

Textiles and Fashion : Challenges and Strategies for the Industry, Edited by V. L. Mote, Tata-McGraw-Hill, New Delhi, 2000, xxviii+159 pp., price not stated.

India has a large and diversified base in fibres. Labour is among the cheapest in the world. It is not surprising that India is the home of the world's second largest textile industries in terms of overall capacity. And yet, India