

The book is nicely produced but not entirely free of typos. The exposition makes excellent use of diagrams and enhances readability.

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International Marketing by Rakesh Mohan Joshi, 2005. New Delhi: Oxford University Press. Pp. 750. Price: Rs. 325.

This book very rightly positions itself in the long prevailing gap in marketing research, necessitating a comprehensive textbook on international marketing in the Indian context. With the global international ventures initiated by many leading Indian organizations, marketing activities spreading outside of national boundaries become more challenging and crucial for success. Complementing this internationalization of marketing activities are more and more management institutions offering international marketing as a specialization subject and enabling management students to take up the challenges. Under such circumstances, there has been a persistent need for an insightful textbook on international marketing in the Indian context. Management students have so far been extrapolating the learning of developed countries' books to the Indian context. While, this has contributed a lot in terms of knowledge of the subject, the effectiveness of that knowledge has been compromised.

As a comprehensive text on international marketing, this book provides a detailed coverage and in-depth analysis of international markets specifically based on Indian and developing countries' perspectives with regard to their economic, political and legal environments. The approach of the book is quite different from that of a book based on developed countries in terms of financial resources, infrastructure, logistics, etc. At the same time, it also serves as a handy reference book for international marketing practitioners and entrepreneurs.

The structure of the book can be broadly classified into two sub-units: The conception and the implementation. The broad structure is quite similar to other well-known books on International Marketing. For example, Onkvissit and Shaw (2004) follows the same structure. The initial chapters of the book build a strong theoretical foundation for International Marketing by discussing the concept of international marketing through international trade theories (chapter 1), an overview of world trade (chapter 2), structure and functions of WTO (chapter 3), various international economic institutions and

major regional trading agreements (RTAs) (chapter 4), the concept and process of international marketing research (chapter 5). The latter chapters deal with the actual implementation of international marketing through the discussion of the tools and techniques for identification and segmentation of the international markets (chapter 6), various modes of entering international markets (chapter 7), product decisions (chapter 8), the concept of branding (chapter 9), various pricing approaches (chapter 10), significance of trade finance (chapter 14), and emerging issues (chapter 17).

The differentiating facet of the book is its review questions, critical thinking questions and project assignments provided at the end of each chapter that help in linking together teachers, students and practitioners. The book discusses recent developments and best practices in International Marketing, using examples and cases studies of world-class business organizations such as the Indian Oil Corporation, Cipla, and Gillette.

In spite of the author's rigorous hard work and application of obvious experience, the book lacks in terms of providing a comprehensive list of additional readings and reference material, which could have supplemented the main text. This forms a very strong part of other similar books like Muhlbacher et al (1999) and Onkvisit and Shaw (2004). Inclusion of the same could have added to the comprehensiveness of the book. Apart from this, the book is a very good attempt by the author towards filling the academic gap created by the absence of a comprehensive book on international marketing. At the same time, the book acts as a thought provoking stimulator for the practitioner.

References

- Onkvisit, S. and Shaw, J. 2004. *International marketing analysis and strategy*. Fourth Edition, New York: Routledge.
- Muhlbacher, H., Dahringer, L. and Leih, H. 1999. *International marketing: A global perspective*, Second Edition. London: International Thompson Business Press.

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