

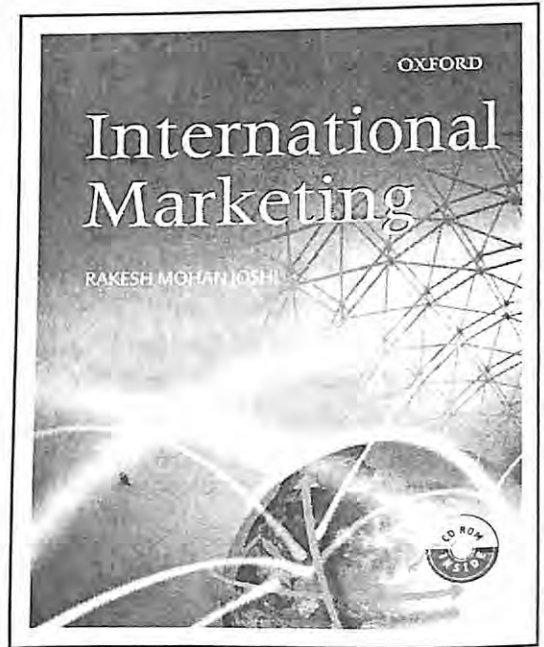
BOOK REVIEW

INTERNATIONAL MARKETING

*Authored by Dr. Rakesh Mohan Joshi
Professor of International Marketing, HFT, New Delhi, India*

Globalisation of the world economy has made international business a more complex and difficult task. While on the one hand enormous opportunities have been opened up to market your products/services throughout the globe that has emerged as a single world market, on the other the business community, especially from the developing world, is faced with many challenges to sustain its survival. In today's highly competitive world, survival is for the fittest, and the firms that have a thorough understanding of the nuance of international marketing can develop an appropriate business strategy. Though a large number of textbooks on the subject are available worldwide, most of them deal with European or US models of developing an international marketing strategy. Clearly then, there exists a real dearth of a comprehensive textbook that deals largely with real life cases of the companies in the developing countries like India. The Oxford University Press by publishing a book on International Marketing by Dr Rakesh Mohan Joshi, Professor of International Marketing, in the Indian Institute of Foreign Trade, New Delhi, has done a remarkable job to help the MBA final grade graduates, professors and decision-makers, not only in the SMEs, but also in the corporate

sector, in order to understand the implications of international marketing in the global environment.



This publication is unique and comprehensive in all respects in the sense that while most of the books on the subject end up with the four Ps of marketing namely: product, place, price, and promotion, and the consumer behaviour, this one fully addresses issues such as international marketing with an integrated approach like framework of export-import strategy, International Commercial Terms (INCO Terms),

international trade logistics, international trade finance, risk management, and the institutional infrastructure for export promotion that are of critical importance to developing economies.

This book has seventeen chapters which lucidly deal with the following topics: learning objectives, core international marketing concepts like identification of emerging marketing opportunities, scanning the international economic environment, market research leading to decision making process of identification, segmentation and selection of international markets, product strategy, building brands, channels of international distribution to mention only a few. Another added feature of the book is its emphasis on case studies and mini-

cases, which are not only strong and engaging but deal with real life marketing situations in India and other developing countries. Besides, each chapter contains review questions that help students to revisit the main concepts. A free CD-ROM attached to the book contains select forms of international trade transactions.

Additionally, a manual that provides notes covering the teaching of international marketing and solutions, review questions, project assignments and case study questions, will be made available to instructors on demand.

This book is not only useful for MBA students as a basic textbook, but also it is an excellent reference book for professionals and firms seeking to expand their current businesses globally.

(Reviewed by Dr R K Wadhwa)
Asst. Professor (International Marketing)
Indian Institute of Foreign Trade
Deemed University
New Delhi