



## Book Review

### **BRAND BUILDING ADVERTISING : CONCEPT AND CASES**

**BY M.G. PARAMESWARAN**

Tata McGraw Hills Publishing Company Ltd.  
New Delhi, Pages:212, Price:295.

The author has done a commendable job by bringing out this book on **Brand Building Advertising** with few success stories of Indian scenario. The author, being executive director of FCB-Ulka has given an insight on how advertising today has undergone a sea change, establishing itself beyond just a salesman of product in media. The book explicitly explains, how advertising is an art of persuasion of human minds through a whole range of communication media. The book provides elaborated advertisement stories which have created positive images that linger in the consumer mind and which lead to brand building. Through this book, the students and practitioners of the science of management can benefit from the rich practical experience gathered over the years, by the author.

This book provides a snapshot view of various advertising situations faced by Indian marketers. The primary focus is on providing a young professional or a management student an overview of complex marketing or advertising situations. Today, Indian advertising presents a kaleidoscope of imagery-global brands battling local brands and value brands battling better value brands.

The book shall prove to be very useful for management students as the theoretical concepts are explained in a simple language, very easy to comprehend and can be a ready reckoner for a practising management professional. The highlight of the book is the statistical information it contains about the demand and consumption figures pertaining to the various FMCG's, which clearly indicate the amount of research the author has put in while finalizing the various assignments in the form of chapters.

The book is organized in six sections related to brand building of fast moving consumer goods (FMCG), durables, service, corporate brand building, rural inputs, social awareness-as advertising beyond brands. The success stories of brands like Santoor, Captain Cook Atta, LML Vespa, Voltas Mega Launderette, Escotel, HDFC, Wipro, Fenner, Novartis, and "Doodh Doodh" are discussed in length to make the students' understand the complexity of issues involved in making brand building advertisements. The success stories narrated in the book, clearly establish that "brand building advertising is the right blend of sell and build value". It is a result of teamwork, lot of patience, understanding with clients, and sustained hard work with creative efforts.

The book is written in a very reader friendly style and offers several add on features such as "Info-line" derived from published sources which provide an insight into the Indian scenario. "They said so" are quotes from leading thinkers on marketing and advertising. "Heard-in-the-agency" are humorous anecdotes which can be heard in any agency from a witty young newcomer. "Query line" are questions used by the author to make the students understand a few tricks of the trade.

The book is fun to read, educative and highly informative for the students of management. Its attractively designed jacket and the superb, colourful and eye-catching layout make this book a pleasure to possess. In a nutshell the book has the right attributes required to make it a popular reference book.

**Reviewed by : Dr. (Mrs.) G. Bhatnagar**  
Associate Professor, NDIM