
Book Review : Marketing Management 14 (edition), A south Asian Perspective

Author: Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha

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Reviewed by: *Ritu Talwar

The fourteenth edition of "Marketing Management: A South Asian Perspective" provides complete framework for understanding the marketing concepts, terms, practices in changing business scenario. It covers updated topics like global marketing, holistic approach of marketing, rural marketing, green marketing, economic fluctuations and other areas of management linked with marketing. The book focuses on the major decisions that marketing managers and top management face in their efforts to harmonize with the organization's objectives. After providing conceptual tools and frameworks for analyzing recurring problems in marketing management, authors cite cases and examples to illustrate effective marketing principles, strategies, and practices. Authors developed strategic thinking to the complete spectrum of marketing such as products, services, persons, places, information etc.

Theme of the book has been divided into various chapters for detailed analysis on modern marketing management in the 21st century that includes,

1. Developing marketing strategies and plans
2. Capturing marketing insights and performance
3. Connecting with customers
4. Building strong brands

5. Shaping the market offerings
6. Delivering and communicating value
7. Creating successful long-term growth.

In this thematic frame work, authors focused on various ideas and causes; different types of consumer and markets in different business environments by providing a checklist on SWOT analysis, Marketing Plan criteria's, Calculating customer life time value , Assessing E services standards.

Readers will be able to find discussions on marketing issues of all types of organizations, such as profit and nonprofit domestic, foreign companies, manufacturing and intermediary businesses and low- and high-tech industries by citing details of e-commerce and B2B markets, segments for government and private companies. We find discussions on strategies of dealing with challengers and competition by the market leaders in the book.

Useful contributions of authors are introduction of new perspectives on successful strategic market

*** Dr Ritu Talwar**
Assistant Professor
New Delhi Institute of Management,
New Delhi

planning, and presents additional citation of creative, market-focused, and customer-driven actions that companies are practicing. Reader will find elaborate and useful materials on marketing during economic crises, importance of digital media and its inevitable role in the current scenario.

The book has taken up global as well local contents with respect to South Asian countries in chapter on **Managing Personal communication**- highlighting mobile traders in rural India, DHL, Axe for local content and Yahoo ,HP ,Oracle for global explanation. It is an attempt to provide comprehensive and balanced Coverage on all issues of marketing.

Authors cover all the topics that an informed marketing manager needs to understand and execute strategic, tactical, and administrative marketing, capabilities, and resources such as marketplace needs are elaborated in chapters like Developing Pricing strategies, Managing Channel conflicts, Analyzing competition, identifying markets and segmenting it.

Salient feature of the book is that it particularly helpful for students to learn and revise quickly. All chapters are supplemented with 4 to 5 **marketing insights** for example :

- When less is more,
- Developing Customer interfaces system ,
- Giving it all away,
- High growth through value innovation,
- How consumers really make decisions etc.

Further, authors have given 3 to 4 **marketing memos in each chapter** like Maximizing Customer References , Reaching Rural Customers, Decision traps, Delivering superior values etc. which provide detailed information on real issues in companies related to marketing .The Marketing Insight and Marketing Memo boxes provide in-depth conceptual and practical aspects.

In this fourteenth edition of Marketing Management, authors preserve many of the distinguishing features of the past editions and at the same time, revised and updated contents in the global as well as local contexts. It provides at length and breadth exposure first time learners of Marketing Management. Significant changes to the 14th edition are new opening vignettes for each chapter. Some Additions are done in **In-Text Boxes**. They are updated further. These boxes provide vivid illustrations of chapter concepts using actual situations in companies covering a variety of products, services, and markets like rural markets, Indian markets, American markets etc. Also, there are many illustrations in the form of ads or product shots. . In this edition, the new areas are addressed, some with emphasis on marketing during economic downturns and recessions, and with the concepts of the rise of sustainability and “green” marketing.

Further, as technology is adapted with increased **development of computing power**, marketing concepts are changing e.g. **Holistic marketing, the Internet, and mobile phones**. All these are analyzed in the book .These new marketing realities make it more important than ever for marketers to be holistic in what they do, the overriding theme of this text. Chapter 19, on **personal communications**, is updated with new material to reflect the changing social media landscape and communications environment. Chapter 11 is re-titled as “**Competitive Dynamics**” as insight into economic downturn has been added. Authors have focused on **holistic marketing**—the development, design, and implementation of marketing programs, processes, and activities that recognize the breadth and interdependencies of today’s marketing environment

The book is useful for marketers, students, teachers, consultants across the globe.

The framework of each chapter includes

1) Marketing in Action: Mini-cases highlighting innovative, insightful marketing accomplishments by leading organizations.

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- 2) A section of **Applications consist of marketing debate**
 - 3) **break through Marketing column** where best practices of successful company is highlighted.
 - 4) The **Marketing Insight and Marketing Memo** boxes provide in-depth conceptual and practical knowledge
 - 5) **Section on marketing discussions.**
 - 6) **Marketing Excellence cases**
 - 7) **Summary** at end of each chapter for quick review of important points.

This book is written keeping in mind South Asian countries with a blend of marketing theory, cases and practical problems. Since the book highlights marketing strategies of Indian companies like Nokia, Cadbury, Future bazaar .com, Raymond; Asian paints etc., reading of the book is useful and creates impacts on students and marketers.

The glossary given at the end of the book will help the student to prepare for exams. The utility of the book can be further increased by adding test questions in the form of MCQ as well as Question Papers of previous years .