

BOOK REVIEWS

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Here we introduce some of the more recently published and authoritative texts on thematic and on the tools of marketing. If you would like to propose a new release, please contact Gennaro Iasevoli.

Sandro Castaldo

Trust In Market Relationships
Edward Elgar Publishing, 2007

Trust in Marketing Relationships illustrates that the importance of trust has intensified as markets have become more complex. Sandro Castaldo attempts to order the analytical complexity and myriad perspectives that characterise research on trust. He aims not to simplify this complexity, but to present guidelines for an interpretative model of trust, and to define fundamental concepts for trust management strategies. Issues explored include: the nature of trust, the relevance of trust to firms' intangible assets and value creation; dimensions of trust in marketing studies; psychological, sociological and organizational studies and the transactional cost theory; trust determinants, consequences and evolutionary processes and cycles.

Christopher Lovelock, Jochen Wirtz

Services Marketing
Pearson Prentice Hall, 2007

Organized around a strategic marketing framework to give instructors maximum flexibility in teaching and take students deeper into the consumer and

competitive environments in services marketing this 6th edition is new in eight of the eleven readings; moreover ten of the eighteen cases are new (all cases are up-to-date and classroom-tested, in varying lengths and levels of difficulty). The new selection provides even broader coverage of service marketing issues and application areas, with cases featuring a wide array of industries and organizations, ranging in size from multinational giants to small entrepreneurial start ups.

Erich Joachimsthaler

Hidden In Plain Sight. How to Find and Execute Your Company's Next Big Growth Strategy
Harvard Business School Press, 2007

While companies must innovate to grow, they often forget to look beyond their own brands. This book explains a company can spot opportunities that are hidden in plain sight. It introduces you to a new model that will show you how to become an unbiased observer of people's consumption and usage habits. Refining this skill helps companies generate organic growth through new products, services, solutions, and experiences that truly enhance people's lives.

Nirmalya Kumar, Jan-Benedict E.M. Steenkamp

Private Label Strategy: How to Meet the Store Brand Challenge
Harvard Business School Press, 2007

As retailers have become more powerful and global, they have increasingly focused on their own brands at the expense of manufacturer brands. Rather than simply selling on price, retailers have transformed private labels into brands. Consequently, manufacturers now compete with their largest customers. Kumar and Steenkamp describe the new strategies for private labels that retailers are using, and challenge brand manufacturers to develop an effective response. Most important, they lay out actionable strategies for competing against—or collaborating with—private label purveyors. Packed with detailed international case studies, valuable visuals, and hands-on tools, *Private Labels* enables managers to navigate profitably in this radically altered landscape.

Shay Sayre

Entertainment Marketing & Communication: Selling Branded Performance, People, and Places
Pearson Prentice Hall, 2007

Entertainment Marketing & Communication is the first textbook to focus specifically on entertainment marketing, offering clear and up-to-date framework to experience and adapt marketing principles and communication theory to the entertainment world. The book's marketing communications framework is grounded in four key perspectives: 1) Theoretical or principles perspective: Theories underlie the study of communication, and marketing principles serve as models for de-

veloping new and interactive techniques. 2) Behavioural perspective: Principles of consumer behaviour and audience motivation provide real understanding of why and how people use entertainment. 3) Implementation perspective: Planning and strategy development are tools of marketing and communication that enable students to directly apply their knowledge. 4) Evaluative perspective: The message becomes profound through real-life examples. Five case studies provide great opportunities to analyze and critique what is really happening today in entertainment marketing.

Michael Saren

Critical Marketing
Butterworth Heinemann, 2007

Marketing is still widely perceived as simply the creator of wants and needs through selling and advertising and marketing theory has been criticized for not taking a more critical approach to the subject. This is because most conventional marketing thinking takes a broadly managerial perspective without reflecting on the wider societal implications of the effects of marketing activities. In response this important new book is the first text designed to raise awareness of the critical, ethical, social and methodological issues facing contemporary marketing.

Gabriele Troilo

Marketing Knowledge Management: Managing Knowledge in Market Oriented Companies
Edward Elgar Publishing, 2007

Gabriele Troilo emphasises the fact that in today's markets, competitive advantage is achieved by companies

which are knowledge-based and market oriented. The role of marketing in a knowledge-based company is also underlined: its purpose is to generate marketing knowledge, share it with other departments, and promote its use. As a consequence, the marketing department is no longer simply responsible for functional activities, but rather must become a diffuser of knowledge dispersed within the organization. Marketing Knowledge Management describes the individual phases of the process in detail, exploring marketing knowledge emersion, marketing knowledge generation and marketing knowledge sharing and use. The tools required to effectively implement any single phase are also discussed.

Kirk Wakefield

Team Sports Marketing

Butterworth Heinemann, 2007

In *Team Sports Marketing*, author Kirk Wakefield analyzes this argument by demonstrating that at the core of sports marketing is the creation and enhancement of fan identification, where consumers are not just loyal customers, but have become brand fanatics. *Team Sports Marketing* shows that many as-

pects of sports marketing are thought to be unique to the field. *Team Sports Marketing* is packed with examples of best practices and covering subjects as diverse as sponsorships, season ticket sales, venue management and all topics in between.

Walther Zimmerli, Klaus Richter, Markus Holzinger

Corporate Ethics and Corporate Governance

Springer, 2007

Corporations almost daily appear as a topic – or, more accurately, as a problem – in the media. This leads to increased public pressure on corporations, many of whom are reacting and publicly assuming their corporate responsibility. This book represents an introduction to and overview of the diverse aspects of the ethical challenges confronting companies today. It introduces interested observers to the complex trends and developments in business ethics. On the one hand, this book presents industry-specific topics in ethics, and on the other hand it provides a general, interdisciplinary survey of the ethical dimensions of management and business.