

# Books of Note

*New books of especial interest for international executives.*

## INTERNATIONAL MARKETING

Vern Terpstra, Professor, University of Michigan, N. Y.: Holt, Rinehart and Winston, 1972, 517 p. \$12.00.

Professor Terpstra's book is intended primarily as a text for courses in international marketing. Because of its nature it may also be of interest to some businessmen. The approach is highly pragmatic and covers the subject in greater operational breadth than is common in texts. Thus it comes close to being an operating guide.

The overall structure of the book falls in the conventional pattern of describing the economic, political and cultural environment of international marketing, the main functional components, and managerial systems. The environmental sections composing about a quarter of the book are largely straightforward, descriptive material with very slight conceptual content. For example, the theory of comparative advantage is presented quite simply in less than a page. But the author explores at some length income differences among countries, considering not only the obvious per capita data but also local buying power, differences in living requirements, etc. Conceptual ideas receive more attention in the cultural section including such questions as the process by which innovations evolve. But the main thrust is still essentially descriptive in examining the material, language and aesthetic aspects of foreign cultures and their implications for marketing. Again the breadth of coverage is unusual. There is, for example, a description of the main tenets of each of the world's major religions.

Prof. Terpstra says that he assumes the reader has a basic knowledge of marketing and that he will deal only with the aspects which are special to international work. This distinction is always hard for authors to handle in international business texts but Prof. Terpstra has by and large done it effectively.

The general pattern of topics and alternatives of policies and actions discussed has little novelty to it, the book being essentially a synthesis of the large body of existing

literature and research. The distinctive qualities are in the presentation. Dr. Terpstra's basic intent is to convey as fully as possible the way international marketing is conducted and to explain its characteristics. The analytical impact of the book is moderate. The pro's and con's of approaches are often given but frequently they are not. For example, the potentialities of turn-key operations and management contracts as means for selling services are set forth briefly with no mention of their shortcomings. The main concern of the author throughout is clearly to give the reader a picture of the variety of options open to business and the reasons those options have been employed. To facilitate this intent there are many short caselets. Dr. Terpstra also assiduously avoids recommendations, frequently observing that the best approach depends upon too many variables to permit generalized solutions. And, as in the environmental sections, he generally shies away from conceptual ideas though they do intrude from time to time, for example, in the discussion of planning. A good illustration of the pragmatic approach is the section on the qualities required of an international marketing manager. There is a half page of generalizations but the main message is conveyed by quoting the specifications in 8 Wall Street Journal advertisements.

The other distinctive element is the range of operational aspects included. In addition to the basic subjects like choice of channels of distribution and product policy, Dr. Terpstra goes into a number of matters not normally covered in basic texts in this field. They include trademark protection, warranties, the process of dropping and adding new products and training salesmen.

#### INTERNATIONAL MANAGEMENT AND ECONOMIC DEVELOPMENT

Barry M. Richman, Professor, University of California and Melvyn R. Copen, Director, Office of Management, U. S. Department of Agriculture. N. Y.: McGraw-Hill, 1972, 681 p. \$15.00.

This is an interesting and useful book but its scope needs to be clearly defined in light of the broad implications of the title and preface. The book deals intensively with one phase of international business, what is often described as "foreign operations," the conduct of business within foreign countries as distinguished from "international management" which includes also the larger subject of the management of global business systems. Some 25 pages are devoted to the latter but the treatment merely outlines the main subjects. Furthermore, the authors devote virtually the whole book to Indian conditions. Some broad concepts are presented and the