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## BOOK REVIEW

**Enzyklopaedisches Wörterbuch Marketing Band 1+2**, ISBN 3-598-23176-8

**/ Encyclopedic Dictionary Marketing Volume 1+2**, ISBN 3-598-23177-6,  
Wolfgang J. Koschnick, München (Munich): K.G. Saur, 1995.

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The task I received on being selected by the editors of the *International Journal of Commerce and Management* to review a book sounded very interesting, and I looked forward to see what book I would get. One day when I came to my office I found four volumes on my desk, and I realized that this was the "book" I was going to review. To review a book seems to be a pleasant thing, and I looked for a while at the four books which comprise Wolfgang J. Koschnick's encyclopedia and thought: Help! I had promised to do the review; so I started to read. I wanted to read the entire work as a book. The *Enzyklopaedisches Wörterbuch Marketing Band 1 + 2 / Encyclopedic Dictionary Marketing Volume 1 + 2* is of course meant to be an encyclopedia, but it is very interesting to read top to bottom as if it were a book. I had a good--and also a very long--time reading it.

Koschnick's encyclopedia works in both German and English. English terms are listed alphabetically with explanations in German in *Band 1+2*; German terms are listed alphabetically with explanations in English in *Volume 1+2*. Any work which purports to be an encyclopedic dictionary of marketing is promising a lot as the area of marketing is very large. Attempting to cover the area in bilingual fashion is especially challenging. Nonetheless, Koschnick has done an impressive job in collecting around 20,000 words in English with explanations in German and around 20,000 words in German with explanations in English. In all, the four volumes entail some 3350 pages of interesting and useful information in English and German.

Koschnick has been quite meticulous in his work. I double-checked by looking up a term in the English-German part and reading the German explanation and then taking the German term and reading the English

explanation. I found Koschnick has done his work so well that you can actually use this encyclopedia as an English-English glossary if you first look up the word in the English-German volume and then look up the translation of the word in the German-English volume. I also compared many of the terms in this encyclopedia to see whether the author explains each term in the same way as some English-language textbooks do in their glossaries. Without exception, the technique worked. The encyclopedia is correct as far as I can see.

Additionally, from my non-English and non-German perspective, I found Koschnick's encyclopedia very interesting because it gave a very good picture of how the Germans look at marketing as a subject. I often read American or British marketing books, but in this encyclopedia you find English words explained in German with models constructed by German researchers. I really enjoyed studying these models and explanations. I would only say that I am disappointed the author did not see fit to present these German models in the parts of the encyclopedia which give English explanations. To do so would have taken proper advantage of an opportunity to spread German research in marketing to readers of English who otherwise would probably not encounter the very highly developed German concepts in research related to marketing at a time when the German economy is third largest in the world and by far the largest in the European Union.

Koschnick's encyclopedia contains quite a few statistical terms and their explanations. This attribute gives the accurate impression that the German study of marketing has an uncommonly distinct quantitative orientation. At the same time, however, Koschnick is careful to include almost all the qualitative issues I could think of. His appropriation of marketing theory based on Kotler's 4 Ps to both quantitative and qualitative contexts is especially noteworthy.

As is the case with any publication, it is dated the minute it is published. There are some new ideas in marketing where I miss words which I would like to see explained and be able to know the words in both German and English. For example, in Scandinavia and different parts of Europe scholars in marketing do research in industrial marketing, and they have found many "networks" among different firms with regard to industrial marketing. Unfortunately, I cannot find anything about this area in the encyclopedia. In North America and Scandinavia many scholars are doing

research in "relationship marketing;" this field seems to be unknown in Germany. Additionally, "services marketing" is an area which seems to be less important in German marketing textbooks; GAP analysis is well known in services marketing, but I could not find anything about it in this encyclopedia. And as might be expected, the encyclopedia does not mention the internet, which is now generating so many possibilities for the marketing of services and products. There will probably be a new version of this eminent encyclopedia, and I would like to see it supplemented with marketing words connected with these topics.

This encyclopedia is a fantastic reference book which will certainly be of significant help to many people. I hope it is only the first of a series of continually updated versions. For the elaborate and extensive treatment which it was able to contain, Koschnick's encyclopedia is highly recommended for marketing students, researchers, and practitioners, especially in the multinational arena.

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