

Business, management

RR 99/415 International Marketing Forecasts 1999 (2nd edition)

Euromonitor
London
1999
xxii + 546 pp.
ISBN 0 86338 826 4
£495.00 (\$990.00)

Keywords Consumer marketing, Statistics, Forecasting

European Marketing Forecasts 1999 (2nd edition)

Euromonitor
London
1999
xxii + 625 pp.
ISBN 0 86338 825 6
£495.00 (\$990.00)

Keywords Consumer marketing, Statistics, Forecasting

(Also available as *World Marketing Forecasts* on CD-ROM 1999, £1,095.00 (\$2,190.00).)

Marketing decisions are based first on what has happened, next, as far as is known, on what is happening, but then on a leap into the dark of the future: what will happen? Here the market analyst's and statistician's skills (or black arts) come into their own. Accurate (or inaccurate) forecasts can make or break investment decisions, and the firms which make them. These volumes differ from most other Euromonitor titles in that they give 1997 and 1998 actual data, but then project annually to 2002, then jump ahead with projections for 2005 and 2010. As usual they cover the whole field of retail operations, starting with socio-economic parameters, from food to automobiles. All the presentations are standardised by categories across Euromonitor titles, and by geographic area, although in these volume the countries are simply listed alphabetically and not arranged in categories. The European volume includes countries of Eastern Europe. The world volume ranges from Argentina to Vietnam and concentrates on the major markets. There are 330 consumer products covered and 100 marketing parameters, for 24 European countries and 49 in the rest of the world.

I am not really giving anything away by observing that if you are selling books, best to concentrate on Australia, China, Japan,

South Korea, Taiwan or the USA; or closer to home on France, Germany, Spain, Italy or the UK. If you are thinking of starting a new national newspaper in the UK, forget it. Simplistic and rather extreme comments, but such conclusions may be drawn across a vast range of topics and products, and that is what you are ultimately buying here. For once again we are confronted by two expensive titles, but with much both to commend them and to justify their price in certain contexts. Such accurate, wide ranging and thoroughly researched data is simply not available elsewhere, unless at a disproportionately higher cost in either cash or other investment (notably time and expertise) terms. These are aimed obviously at marketing offices, but any library serving a serious marketing function, or major business libraries will need to consider these two important titles.

Stuart James

University Librarian, University of Paisley, and Editor, Reference Reviews and Library Review

RR 99/416 Consumer Europe 1999/2000 (15th edition)

Euromonitor
London
1999
627 pp.
ISBN 0 86338 855 8
£575.00 (\$1150.00)

Keywords Consumer marketing, Statistics, Europe

The cost of getting marketing decisions wrong can be astronomical, and can even cost a firm its existence: so, the cost of accurate, timely and comprehensive data to help get such decisions right (or at least minimise the risk of failure) is also going to be high. Market research reports are renowned (if that is the word) for their high cost; in the same vein, Euromonitor publications are certainly not cheap, but their cost may be more realistically assessed by considering the financial consequences of not having access to the data they contain. The price of £575 is a lot to pay for fascinating sidelights on contemporary European life, but not for reliable, wide-ranging, comprehensive data and trends in retail expenditure if you are involved in marketing decisions, or in supporting them.