

Los Angeles Conference . . .

EFFECTIVE MARKETING COORDINATION, Proceedings of the Forty-Fourth National Conference of the American Marketing Association, June 19, 20, 21, 1961, edited by George L. Baker, Jr.

(Chicago, Illinois: American Marketing Association, 1961. Pp. xiv, 679. Members \$5.00.
Non-members \$7.50.)

Although this book has little to do with "Effective Marketing Coordination" per se, it has much to do with "Effective Marketing." Appropriately, the objective of a national AMA Conference is to bring together the latest thoughts on a great variety of marketing problems and the means of their solution. This book contains the fruits of this effort.

There are some 67 articles in the book. Almost no one will want to read them all. But any person interested in scientific marketing will find in this book at least several articles of immediate interest, and he will probably find many others worthy of reference space in his library.

The book does not suffer from the major shortcomings ascribed to the Conference itself, namely, (1) that too many of the best sessions were scheduled concurrently on Monday morning, with other time-periods offering limited program fare, and (2) the need for "better speakers." The papers delivered at this conference during the concurrent special-interest sessions take up 50 per cent of the pages in this book. Many good speeches had to be missed by people attending other sessions. There are some papers, too, which are better when read than when heard, or which require a type of study which can best be accomplished by reading.

Dr. Baker has made it easy to scan this book and pick out the articles of interest by inserting an abstract of ten lines or so at the beginning of each article. Thus if the title is at all of interest, a quick reading of the abstract enables the reader to decide if the article itself is worth the reading.

The following subjects are covered in this book, usually with several speeches in each one:

Agricultural Marketing: Agricultural changes affecting marketing, the integration of production with processing and marketing, organizing for marketing to the agricultural industry, and advertising to the farmer.

Banking and Finance Marketing: Analyzing customers, location of branches, automation of services.

Defense Marketing: Selecting the specific systems on which to work, marketing components, equipment, services, jet engines.

Pharmaceutical Marketing: Changing patterns in products, the government role, increasing efficiency at various levels of distribution, the future of the independent pharmacist, selling drugs at retail.

Public Utility Marketing: Promoting telephone company services, researching utility sales.

Planning For Consumer Products: Orienting research and development toward marketing and the consumer.

Planning For Industrial Products: How to do short range forecasting, changing patterns, long range planning.

Planning For Services: Savings and loans in the sixties, marketing research in banking, marketing insurance services.

The Role of Packaging: Advertising values of the package, retailer and consumer considerations, the development of new packages.

The Role of Advertising: Opportunities for business progress through marketing experimentation, approaches to determining the advertising appropriation, relating advertising expenditures to profits.

The Role of Product Development: Activities involved between product conception and merchandising, organizational approaches to product development management.

The Role of Physical Distribution: Organization for control of transportation and storage problems, their importance as marketing activities.

Marketing Laws and Regulations: New and proposed laws affecting business decisions, some criticisms, some justifications, the protection of the consumer and of competition.

Business Conditions: Postwar business fluctuations, their characteristics, our failures in long term forecasting, making marketing adjustments to cyclical changes.

World Competition: How an American liquor company has met European competition globally, establishing a food brand overseas, the status and problems of international marketing research.

Government Data: Some 1960 Census data now available, new developments in Federal statistics.

Computers and Operations Research: The use of computers in measuring marketing efficiency, their inapplicability to ordinary consumer surveys, their aid in the statistical analyses involved in forecasting. Applications of linear programming to marketing cost reduction.

Motivation Research: Some operational considerations, an illustration of its probative value.

Attitude Research: Its importance in management decision-making, definitions, a framework for defining and researching consumer attitudes, attitude research in advertising decisions.

Marketing Research Management: Determining profitability, the responsibilities and problems of marketing research firms, interviewing ethics.

Coordinating Marketing Research: Conflicts in effective research-management coordination, organization theory, the decision-making process and the marketing research contribution.

The professional level of these papers is generally impressive. They contribute to the advancement of the science of marketing. They will contribute to the ability of marketing men who read them.

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