

BOOK REVIEW

KRITIČKI PRIKAZ

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**MARKETING - TEMELJNI KONCEPT IN
NJIHOVA UPORABA V DIGITALNEM
OKOLJU [MARKETING – BASIC
CONCEPTS AND THEIR APPLICATION IN
A DIGITAL ENVIRONMENT]**



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Marketing-Temeljni koncept in njihova uporaba v digitalnem okolju [Marketing – Basic concepts and their application in a digital environment] was published by Pearson in 2019. The book was edited by Matjaž Iršič, Ph. D., assistant professor at the Faculty of Economics and Business, University of Maribor, Borut Milfelner, Ph. D., associate professor at the Faculty of Economics and Business, University of Maribor and Aleksandra Pisnik, Ph. D., associate professor at the Faculty of Economics and Business, University of Maribor. The research interests of Matjaž Iršič are related to strategic marketing and relationship marketing. He is a research associate at the Marketing Institute in Slovenia and expert evaluator for international institutions that grant accreditations for business programs. In his research, Borut Milfelner focuses on marketing research, internal marketing, tourism marketing, and mar-

keting theory. His bibliography contains 295 papers. His work has been published in international scientific journals, proceedings from international scientific conferences, and scientific monographs. Aleksandra Pisnik in her 20-year career has been the editor, reviewer, and a member of the board of scientific journals. She has published more than 300 papers in different international scientific journals, proceedings from international scientific conferences, scientific and professional monograph, and university textbooks.

The book is written in the Slovenian language and contains 222 pages. It comes in a soft cover. The book has been reviewed by two professors from different universities: Damijan Mumel, Ph. D., full professor at the Faculty of Economics and Business, University of Maribor and Tomaž Kolar, Ph. D., full professor at the School of Economics

and Business, University of Ljubljana. The book starts with short biographies and an acknowledgment from the editors, and continues with an *Introduction* followed by content, which is divided into ten different chapters. Each of them starts with an example for students and concludes by referring to key terms in the chapter and *References*. Chapters are grouped into three parts.

The first part “Uvod v marketing [Introduction to marketing]” includes three chapters that define the very term marketing and the importance of marketing. Chapter one defines basic marketing terms and the implementation of marketing in an organization based on target market preferences. In Chapter two, characteristics of the marketing environment are explained and in Chapter three, the focus is on explaining the marketing concepts. Each chapter begins with a short description providing the reader with an insight to the learning outcomes of that chapter.

“Strateške odločitve v marketing [Strategic decisions in marketing]”, as the second part of the book, focuses on strategic decision-making in marketing. It begins with Chapter four, which is focused on customers and their importance for marketing processes. It continues with Chapter five and outlines the importance of information necessary for marketing activities. In Chapter six, strategic marketing activities and core marketing strategies are explained.

The third part “Splet marketinških aktivnosti [Marketing mix]” is divided into four chapters in order to showcase web marketing activities in different elements of the marketing mix. Furthermore, four separate chapters are related to product activities, price activities, distribution channel, and marketing communication respectively. The focus of this part is to under-

stand the goals and strategy of each activity necessary for implementing the marketing mix in a digital environment.

The book provides an excellent insight into marketing, with a particular focus on digital marketing. Its authors used a comprehensive range of appropriate national and international literature, often relying on empirical research to provide practical insight into the significant strategic and operational marketing problems that should be known to every manager. The book content is structured in such a way that all chapters are connected and flow easily, providing for smooth reading. Furthermore, it is simple for the reader to follow the topic because of the fine dynamics between illustrations and segments.

This book is appropriate for students and anyone who would like to have a comprehensive and practical understanding of the broad field of marketing through examples and theory. It includes a sizeable amount of specific company cases, both from Slovenian and international practices, which make it easier for the reader to comprehend the book material. A longer case study is presented at the beginning of each rounded chapter to illustrate the chapter's content. Moreover, a number of short, illustrated examples are included to help understand the individual parts of the content. The authors successfully connect marketing theory and examples, which in turn contributes to a better understanding of marketing concepts in a digital environment. Therefore, it is recommended for diverse groups of readers interested in marketing topics both on basic and intermediate levels.

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