

ducts. The first three chapters, "Why Product Safety, and Why Now," "The Regulatory Process, Federal and Industrial," and "Organizing and Operating Corporate and Departmental Product Safety Systems," are extremely informative and will be of interest to all managers in production and distribution. The remaining chapters are specifically intended for the product areas mentioned above.

The authors have provided a comprehensive "how to" source book. The material has a logical flow following the development of a product through its design, manufacture, and distribution phases. Numerous photographs, chart, and exhibits (ninety-seven illustrations in total) permeate the material.

Over one-half of the total pages are devoted to appendixes and indexes. Examples of the appendix material are "Checklists for Designers and Installers," "American National Standards for Safety and Health," "Federal Record-Retention Requirements Related to Product Safety and Liability," and "Standards-Setting and Safety-Information Organizations."

I would not see this book as required reading material for an undergraduate marketing class. It should, however, be available in the library for those students researching the area of product safety and liability. It should also be in the personal library of every manager who is dedicated to designing, producing, and marketing a safe product.

Carlos Moore
Baylor University

MARKETING RESEARCH AND KNOWLEDGE DEVELOPMENT: AN ASSESSMENT FOR MARKETING MANAGEMENT

by John G. Myers, William F. Massy, Stephen A. Greyser

(Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1989, 306 pp., \$20.95)

This book is based, in large part, on the work of the Commission on the Effectiveness of Research and Development for Marketing Management which was sponsored jointly by the American Marketing Association and the Marketing Science Institute. In fact, two of the authors were co-chairmen of the commission and the third a member.

This book represents a first attempt to view marketing research as an integral part of a total system of marketing research and knowledge development activities in society. Evaluation of the effectiveness of this system for marketing management is a major focus of the book. This effort is indeed noteworthy as no organization in the public or private sector has erstwhile attempted to study the field of marketing and marketing research from this point of view. Also, there have been no worthwhile studies made of marketing's R&D system and indeed, no attempts to precisely specify its components and boundaries.

Substantively, the book is organized around seven chapters. The first chapter presents a review of previous assessments of marketing research from literature and focuses on the impact and effectiveness of industrial marketing research. The next chapter discusses the types of changes that took place in marketing management over the period 1952-1977 and the factors, other than marketing's research and development, that affected those changes. A parallel treatment of the changes that

المنارة للاستشارات

took place in marketing research and development over the assessment period is presented in chapter 3. This chapter also presents an analysis of changes over the assessment period in the contents of four journals (JM, HBR, JMR and JCR) and selected marketing textbooks. Chapter 4 addresses the size, nature and scope of marketing's research and development (R&D) system. The discussion on marketing's R&D system is continued in chapter 5 with particular emphasis on the knowledge creation and utilization process. Chapter 6 presents an assessment of the roles and effectiveness of various components of the knowledge creation and utilization process. The final chapter presents overall conclusions, focusing particularly on research and development effectiveness, the forces that shaped marketing's R&D system, and assessments of its creation and utilization aspects. Appended also is a list of 20 recommendations covering the entire work of the commission and the book.

A pervading theme in the book is the accountability and relevance of basic research and knowledge-development activities, particularly academic research in marketing. The authors report a widespread and firmly held belief by marketing executives and managers, government officials, and even some marketing professors that science and academics have little to contribute to improving marketing management. Their own position though is that science does have a role to play in marketing, that a system of scientifically based research and development does exist, that it is an important national resource, and that much remains to be learned about it.

The authors have indeed made a significant contribution in adopting a new perspective and focusing attention on the scope, nature, and functioning of marketing's research and development system. Also, the book is extremely well written and organized. As the authors acknowledge, the book is by no means complete. Nevertheless, it contains much that would appeal to marketing professionals, scholars and students.

In conclusion, it is pointed out that this book is very different from standard marketing research or marketing management texts. The viewpoint of this book is much broader, less technical and essentially spans the marketing research-marketing management interface. While the book is not a substitute for either a marketing research or a marketing management text, it is recommended as an interesting supplement to course material related to either subject.

Naresh K. Malhotra
Georgia Institute of Technology

HOW TO GET PUBLISHED IN BUSINESS/PROFESSIONAL JOURNALS

by Joel J. Shulman

(New York: Amacom, 1980, 258 pp., \$14.95)

This book is about marketing, not writing. Its purpose is to show how the business trade press operates and to help the reader get published. The book should be of particular interest to JAMS readers who are interested in (a) publishing for modest payments and (b) getting themselves known among potential consulting clients.

The book is organized in a logical fashion and takes the reader through all the steps necessary to maximize the effectiveness of his/her efforts.

المنارة للاستشارات