

*Marketing Revised . . .***MARKETING: TEXT, CASES, AND READINGS, revised edition,
by Harry L. Hansen.**

(Homewood, Illinois: Richard D. Irwin, Inc., 1961. Pp. xii, 940. \$9.50.)

The first edition of this book came out successfully in 1956. The present edition has grown to eighteen chapters from the seven before. Thus it lends itself better to teaching and to reading. In pages it is about 50-50 text and cases. There are 60 cases from the Harvard collection, a little longer on the average, more informative, permitting more involvement than in the edition before.

This is not an edition revised just to get some data up to date. Like any such revision this should carry the book closer to what the author strove for in the first place.

The book is written in an unhesitatingly personal style. Reading it is like sitting in on several lively lectures by this well-known teacher who obviously likes and lives his marketing. When Hansen likes something he says it "hits the nail on the head." If he is cool to something he plainly refers to "my lack of enthusiasm."

Descriptions of marketing institutions are kept real. They are not wrung out to over-simplified generalities. Yet the text too often hurries on, leaving much unsaid or untested. Tables, graphs, and illustrations are abundant. Footnotes are plentiful and inviting. An excellent teacher's guide is available.

In keeping with the strong trend toward mathematical and behavioral analysis, the first third of the book emphasizes training in these tools. Some chapters are: "Buying Motives and Practices," "Quantitative Aspects of Retail and Wholesale Trade," "Marketing Research," and "Probability Sampling." Note might be taken, however, of the pity that these tools are not more frequently exploited in the balance of the text. For instance, after an excellent development of proba-

bility theory for sampling, no illustrative application to decision analysis under common marketing uncertainty is given.

There follow two chapters each on the product, on distribution policies, and on advertising. The final third of content takes up management of the selling organization, pricing, and the programming of the marketing mix. Bowing to fashion in definitions, the final chapter now is called "The Marketing Program" instead of "The Sales Program" as before. The author, like this reviewer, probably regrets with nostalgia the passing of the word "sales." It is such a realistic, two-fisted word.

An unusual feature is the presentation at ends of chapters of what is called "Generalizations to be discarded, rephrased or improved." There are 153 of these. They consist of proven theorems, of old saws, and of potentially false statements about aspects of marketing which invite the reader to challenge his assumptions and to draw distinctions.

The author unabashedly stresses the art and intuition in marketing. The bogey of marketing efficiency is introduced on page two and runs throughout. The book more specifically stimulates and challenges the empirical, analytical, and critical powers of the reader than most marketing texts.

The reader, teacher, or student should be inspired by the author's conviction that marketing is keenly connected with society's standard of living and that marketing is eager to reward contributors to its efficiency. As, at its best, there is a spirit to the marketing process, there is spirit to this book.

JOHN HENRY WIELAND

*Michigan State University**Still a Pioneer Text . . .***INDUSTRIAL MARKETING, revised edition, by Ralph S.
Alexander, James S. Cross, and Ross M. Cunningham.**

(Homewood, Illinois: Richard D. Irwin, Inc., 1961. Pp. xi, 659. \$7.95.)

The first edition of this text, published in 1956, had the distinction of being a pioneer in its field. Likewise, the revised edition holds a unique position among current marketing publications: it is up to date, devoted solely to a consideration of problems and policies facing management in the marketing of industrial goods in the United States, written by experienced, marketing specialists. This is a significant work, therefore, for those studying the American industrial market; it presents current information and pertinent observations not available elsewhere in a single text.

The book consists of 16 chapters divided into seven parts. Part I, Basic Considerations, brings out distinctions between industrial goods and consumer goods, and categorizes the different types of industrial goods. Part II, Marketing Planning and Marketing Information, includes five chapters: Marketing Management and the Role of Marketing Planning; The Market for Industrial Goods; The Demand for Industrial Goods; Industrial Marketing Research; Product Planning and Development.

Part III, Marketing Channels, devotes approximately