

Henryk Mruk, 2012, *Marketing. Satysfakcja klienta i rozwój przedsiębiorstwa*. [Marketing. Customer Satisfaction and Business Development], Wydawnictwo Naukowe PWN, Warszawa, pp. 328, ISBN 978-83-01-16967-1

Marketing. Satysfakcja klienta i rozwój przedsiębiorstwa [English title: Marketing. Customer Satisfaction and Business Development] by prof. Henryk Mruk, published in 2012 by Wydawnictwo Naukowe PWN is an interesting and valuable work that will become a significant source on marketing in Poland.

The book merits positive assessment for several reasons. Firstly, it is an independent publication of Prof. Mruk's a marketing specialist, the author of many prominent and valuable publications on marketing highly regarded in Poland, and an outstanding academic whose lively teaching style penetrates the pages of the book. This is already visible in the acknowledgments (p. 12), where the author explains the main concept behind the book, which is explicit throughout the whole work. The fact that the book was written separately by the author must have required a lot of effort as an attempt to embrace the whole discipline and show it in the form of a monograph is a great challenge for any author. This task is the more difficult for marketing – aptly stressed by the author – as it is a young field of study and its teaching methodology is not yet clear-cut. In practice, marketing is often equated with sales promotion, advertising and promotion in general, and its substantive structure is ever-changing. Prof. Mruk has confronted this challenge with a remarkable textbook.

The concept behind the book and its realization also deserve appreciation. The book is characterized by precise language, an interesting style of analysis, great synthetic skills, logical argumentation, as well as high quality editorial layout. The book was written on the basis of author's extensive research regarding the most current specialist literature, his 40-year academic and teaching experience at Poznań University of Economics as well as hands-on experience derived from numerous, in-depth relationships with business practice. It is a flagship publication for the author, for whom marketing presents no mystery both in theory and practice. As a result Prof. Mruk's work proves to be a serious academic publication and an engaging textbook.

Even the book's title emphasizes its uniqueness. *Marketing. Customer satisfaction and business development*. It is not a general publication about marketing but describes marketing's crucial identifying component. This is the paradigm that forms Prof. Mruk's underlying concept. The author claims that, by nature, marketing is an integration platform for the two fundamental elements of the market, enterprise and a consumer. The way in which this unity is provided for manifests itself in attempts to reach "customer satisfaction" and in "business development objective". This particular conjunction of interests expresses the real

nature and core of marketing orientation. In this respect, one could refer to the theories of business enterprise – among others, Prof. A. Noga's theory of a "con-business", a company, the existence and the development of which is directed towards identifying and satisfying customer needs, or as Mruk puts it - towards reaching "customer satisfaction". The subtitle illustrates marketing's character and a certain change in the understanding and instruction of the discipline. Marketing not only constitutes a distinct function of an enterprise or is an "art of attaining customer satisfaction". It represents the entire concept and market activity of any enterprise or organization that functions within the limits and conditions of its environment. In such a case marketing is to form a platform for resource allocation in order to fulfill business aims which are gathered in a mission statement. They are further expressed in the strategies through which the mission statement is put into practice and which are directed at the market – as understood in its subjective dimension, hence, the target market which is created by a given segment. Marketing is to form an integrating platform for all tasks and functions of a business enterprise. It is also to integrate the development concept with consumer interests i.e. customer purchase satisfaction. Prof. Mruk's textbook is structured in a way that shows this modern approach.

As stated by the author, the book's primary aim is to "present the significance of marketing as a company and organization management style and to explain the research methods and techniques used with respect to marketing, which can be researched as an objectively existing and independent field of studies". However, in order for the discipline to develop "it is crucial to publish research findings, reflections and conceptions as well as critical reviews of academic achievements to date". These two aims were achieved in the book under review.

The book discusses all the basic elements that form the core of "enterprise marketing", ensure its development and purchaser satisfaction.

The structure is very appropriate. It ties in with the scope of publications on marketing and is fully in keeping with the discipline from the academic and educational point of view. It has 15 chapters that could unofficially be grouped into four parts. These four unofficial parts are discussed below.

The first part (chapter 1) analyses the essence, characteristics and meaning of enterprise marketing. The author presents the notion of marketing from different theoretical and practical perspectives and presents how it can be used by organizations and institutions from different public and economic sectors as well as showing its development and evolutionary trends. The discussion of the ethical dimension in marketing is particularly valuable and unique. It is an important novelty that cannot be found in other works. The second part could be formed by chapters 2 to 5. They are devoted to the question of business environment, market behavior of the buyer and market segmentation, as well as the methodological means of business environment recognition. The third part includes chapters 6 to 13. It discusses marketing notions from an academic as well as a clearly practical perspective, the latter of the two being important for customers and marketing students to whom the book is addressed. At the same time, these elements constitute the compositional structure of marketing mix, a composition that is described differently than many other sources would traditionally proclaim. The fourth part includes two chapters on marketing strategies (chapter 14) and marketing planning (chapter 15).

In sum, *Marketing. Customer satisfaction and business development*, by Prof. Henryk Mruk, is a valuable publication. It sets a high standard for publications on marketing. It is

an academic textbook based on in-depth investigation of international literature to date alongside the extensive academic and teaching experience of the author. The book is characterized by an interesting concept, structure and narration. The scope of the book reflects the approach presented in *Podstawy marketingu* [Foundations of marketing] but is presented in a novel way.

A similarly different perspective can be seen in foreign textbooks on marketing. Among others, Kotler's works (with their "European version" written in collaboration with G. Armstrong, J. Saunders, V. Wong), by H. Meffert and R. Nieschlag, E. Dichtl and H. Hörschgen, as well as the works of J. Kita's team from Slovakia, A. Pawlenko's (Kiev), E. Krikawski, L. Moroz and N. Chuchraj's (Lviv).

The author stresses that marketing is an integration platform for consumer interests and business development strategy, as well as broadening and enriching the subject with several important questions. The publication is attractive because of its subject matter, language and style, and thanks to multiple real-life examples, problems and situations that illustrate – by means of additional frames - the discussed issues. Each chapter closes with a summary entitled "reconsider and remember". This emphasizes the most important topics, categories, notions and relationships as well as facilitating and organizing the self-study process. The structure of the work shows Mruk's interest in teaching and his excellent relationship with students.

Marketing. Customer satisfaction and business development, by Prof. Henryk Mruk, enters marketing literature as a significant and valuable publication. The layout and accurate editing make it an informative and a reader-friendly work. The book will definitely be of great use for students of management and other economic faculties, MBA and postgraduate students, lecturers, managers and other specialists who look for a business development model that is based on the need to reach customer satisfaction. Prof. Henryk Mruk's publication helps in this.

Jan W. Wiktor
Cracow University of Economics

Translator: Joanna Falkowska

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.