

## Book Reviews

*Tourism Marketing and Management Handbook (2nd Ed)*, edited by Stephen F. Witt and Luiz Moutinho. Hemel Hempstead: Prentice Hall, 1994. Pp.xv + 617. £99.99. ISBN 0-1392-3384-9.

*Tourism Marketing and Management Handbook (Student Edition)*, edited by Stephen F. Witt and Luiz Moutinho. Hemel Hempstead: Prentice-Hall, 1995. Pp. x + 556. £25.00. ISBN 0-1343-9530-1.

It is a daunting challenge to be asked to review over a thousand pages of text, albeit presented in two books. *The Tourism Marketing and Management Handbook* will already be a familiar resource to tourism specialist readers of this journal (and was reviewed in Volume 11, No.1. The new edition of the *Handbook* should be compared with the first edition, and contrasted with the student edition. The second edition consists of 100 chapters contributed by as many experts writing to a tight brief which nonetheless permitted the flexibility of style and approach required in such a wide ranging collection of expert articles. The preface notes a greater emphasis on managerial issues, and a greater depth of coverage in the various chapters. There is also an explicit intention to emphasise the international applicability of the contents rather than the country-specific contributions more commonly contained in edited collections of chapters. With the addition of new chapters, some found in the first edition have been dropped, while those chapters retained have been revised. The editors have wisely refrained from introducing each part (or sub-art) separately, confining their editorial comments to a preface and a three page introduction, in addition to chapters in their specialist areas.

Helpfully, and in response to consumer (reader) demand, the previous alphabetical ordering of chapters has been replaced by a sectionalised topic format organised into four parts: Tourism Environment, Tourism Management, Tourism Marketing, and Analytical Methods Applied to Tourism. Each of these parts consists of three sections. For example, under the part headed Tourism Management, the three sections are: Strategic and Operational Management, Financial Management, and Quality Management. This provides 35 pages of double column text on total quality management, quality assessment of tourism developments, quality management hotels, quality of service and tourist satisfaction, and quality of service and customer care. Taken together, these chapters provide a very useful overview of this evolving field of service management and the theoretical approaches being developed. As one example, the chapter by Mike Stabler introduces the wider context of environmental impacts of tourism as a factor to be considered in evaluating the industry from quality perspectives, providing both a theoretical framework and an operational approach. Regrettably, this has not been included in the student edition, although that features three chapters in its section on quality.

In summary, this book should be regarded as a highly useful resource, and it should be acquired by all research oriented libraries, where it will undoubtedly be heavily used by all tourism researchers, and Honours Degree and Masters students, particularly in support of their dissertations. I suspect that the second edition will, like its predecessor, subject the library photocopier to quite heavy use!

The student edition consists of 47 chapters. The claims made for it are that it is a response to the use made by many lecturers of chapters from the first edition as recommended reading, and it achieves this aim by presenting the revised form of the most widely read chapters together with some of the new contributions in a more compact and more affordable format. The same editors have adopted the same four part structure, but with a more restricted choice of chapters from the second edition. This book meets the editors' intention of providing students at degree level with a reference tool which will be useful to them throughout their course of study.

Both books are essentially reference works, intended to supplement other books. Given the extent and scope of their contents, they are both easy to use (even if the *Handbook* is impossible to read without a desk to support it). In addition to the clear organisation of contents, they both provide helpful indexes, and each chapter is followed by a focused bibliography, facilitating further study in each topic area.

Publishers vary in their pricing policies; some regard £15.00 as the ceiling for student purchases, others put an even lower limit, presumably anticipating greater sales. Even at £25.00, the student edition is good value for the quality and range of discussions provided, but lecturers will have to consider a recommendation in the light of other texts which might be more central to a student's course. One further point about Prentice-Hall's pricing approach strikes me. Perhaps we are part of an experiment into the effectiveness of dropping a penny: would the sales volume of the second edition be harmed by rounding it up to £100.00?

Could the publishers not be charitable to our increasingly impoverished (in a relative sense) students, setting the price for the student edition at £24.99?

*Napier University, Edinburgh*

ERIC LAWS

*Reputation: Realizing Value from the Corporate Image*, by Charles J. Fombrun, Boston: MA, 1996, Pp. x + 441. \$29.95. ISBN 0-87584-633-5.

What represents one of the most valuable, most often ignored, and little discussed assets of a company? According to Charles J. Fombrun, it is a firm's *reputation*, the subject of his new book. In the concept of reputation, Fombrun sees many important elements that tie together a company's image, its relationships with stakeholders, the successful marketing of its brands, its financial performance, and how it deals with the public during both normal business operations and during crises. Fombrun's purpose is to describe reputation and its elements; how it is valued; and how it can be created, sustained, enhanced, and changed. He makes the case that reputations are especially important for service firms, shedding much needed light on this neglected aspect of services management and marketing.

The first half of the book consists of eight chapters describing how companies compete for reputation. This analysis covers such concepts as image, identity strategy, and organisation. Fombrun identifies several key traits that characterise excellent companies and form the basis for good reputations. Not surprisingly, these include trust, credibility, pride, quality, service, and a customer orientation. By cultivating these characteristics, companies can then project consistent images of themselves that form the core of valuable reputations. Fombrun provides excellent discussions of the importance of competing for good reputation and of nurturing relationships with