BOOK REVIEW

INTERNATIONAL MARKETING. THEORY AND PRACTICE

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Marketing is a universal economic activity present in all human societies, regardless of the political, social and economic system in a certain country. It represents the mechanisms through which the continuously changing needs of clients are identified, anticipated and satisfied. Thus, marketing activity goes beyond geographical and political borders, serving markets everywhere.

International marketing appears when an opportunity to make profit by satisfying the needs of consumers or potential consumers of the product in other countries is identified.

The internationalization of business has grown considerably in the last decades. It is no longer restricted to big corporations. Even small firms are involved in cross border business, identifying opportunities on foreign markets. Moreover, firms which are not directly involved in cross border business feel the effects of internationalization on their clients and competitors involved in international business. In this dynamic environment, international marketing has gained unprecedented importance for all categories of firms.

Marketing specialists must be aware of the international market trends so as to elaborate strategies in accordance with the ever-changing demands of buyers everywhere.

All recent changes in international marketing are rigorously reflected in the book published in December 2011: International Marketing. Theory and Practice elaborated by a young group of professors: Associate Professor, PhD. Ionel Dumitru, Senior Lecturer, PhD. Corina Monica Pelău and Associate Professor, PhD. Eva-Cristina Petrescu from the Academy of Economic Studies of Bucharest and Senior Lecturer, PhD. Dan Cristian Dabija from the Babeş Bolyai University in Cluj Napoca, under the careful, exigent and competent coordination of a remarkable personality of Romanian higher education, Professor, PhD. Nicolae Al. Pop.

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The book tackles the whole issue of international marketing, starting with the analysis of the international market, continuing with the selection of the modality of entry on international markets, the policies of the international marketing mix and ending with aspects related to the management of international marketing. Each chapter defines and analyses the concepts approached and relevant examples are given of what the authors deem good practice in the field.

Through its contents and the modality of approach, the book is equally targeted to students, businessmen and all those interested in the fascinating domain of international marketing. The blending of theory and practice makes the book unique, as all the concepts are approached in an integrated vision. The book is extremely rigorous from a theoretical and conceptual viewpoint, well-written, easy to understand, has sound explanations of the relevant economic theories, the authors being equally concerned with presenting the material in a practical manner and using extensive examples from the actual international business world.

As companies extend internationally the need for personnel with international marketing training increases, since marketing plays an essential part in the identification, anticipation and satisfaction of the continuously changing demands of clients everywhere.

This book offers students essential knowledge and skills necessary for an efficient activity in the international arena. They will discover a paper written in a crystal clear style, the concepts being explained extremely accurately. The chapters of the book are illustrated with figures and tables which are concise and suggestive, thus facilitating the understanding of the concepts. Moreover, each chapter contains in the beginning a summary with the objectives and the knowledge which will be gained after studying the material and ends with tests and topics for discussion, which makes learning easier.

If going around the world in 80 days used to symbolize a great feat in travel, today travelling from one part of the world to another in a day is a common fact. The progress in communication has reduced distances. The world has become, according to McLuhan, a ‘global village’. Although technology facilitates communication, it cannot guarantee peace and understanding among people. Therefore, the cohesion of the global village is illusory. The misunderstandings and conflicts between cultures are more and more frequent. The world will never be homogenous from a cultural point of view. The differences in the ways firms and nations collaborate exist and will always be there. In order to know them and use them in their best interest, international marketing specialists must think globally and act locally.

Consequently, practitioners will find in this book an excellent reference source and a guide of good practice in the analysis of the international environment, identification of new market opportunities, selection of foreign markets, choosing international marketing strategies, adjusting products to local needs, choosing the most adequate pricing strategies, the most appropriate channels of distribution to serve clients worldwide, adapting communication to the concrete conditions on international markets, the modality of elaborating, implementing and control of marketing programmes, etc.

The public interested in the international marketing field will be able to discover its secrets, as the book aims at explaining the concepts, methods and international marketing techniques and the way they can be applied successfully so as to help the organization adjust quickly to the continually changing environment on the international arena. Through the complexity of the topics approached, its varied contents and the high scientific level, the
rich and up-to-date bibliography, the book *International Marketing. Theory and Practice* represents an excellent source of information and documentation, being targeted to a wide array of readers who want to enrich and expand their scientific horizon, learn new things and gain useful knowledge.

The readers of this book will appreciate the elegant style of the paper, the fact that the concepts and explanations are illustrated by numerous boxes, tablets, vignettes, tables, figures, case studies, sets of questions, problems inventory, all contributing to the lively, creative, dynamic and challenging image of international marketing, thus adding to the credibility of the domain.

About the book coordinator

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A well-known personality of Romanian academic marketing, Professor Nicolae Al. Pop has been Dean of the Faculty of Business Administration in Foreign Languages of The Academy of Economic Studies of Bucharest between 2004 and 2012. Between 2005 and 2009, he has been the Director of the Romanian German Entrepreneurial Management MBA developed by ASE in cooperation with the Applied Sciences University of Gelsenkirchen (Germany). Between 1996 and 1997 he has been Professor of International Marketing at the Applied Sciences University of Bochum (Germany). Professor Nicolae Al. Pop is a PhD Advisor in marketing, an expert for the system accreditation of the Foundation for International Business Administration Accreditation (FIBAA) – Bonn (Germany), a permanent expert of the Economic Sciences Commission of the Romanian Agency for Quality Insurance in Higher Education. He is an editor or member in the editorial board of journals indexed in BDI from Bucharest, Oradea and New York (US).

Having been granted the „Virgil Madgearu” Award by the Romanian Academy (1994), Professor Emeritus of the Association of Economic Faculties of Romania, Professor Nicolae Al. Pop has held conferences on marketing topics at „J.W.Goethe” University in Frankfurt am Main, Trier University, ISCAE Casablanca, Tehnical University and Superior School of Commerce in Budapest, Klagenfurt University and Bremen University. He is a founder of the Society on Business Excellence from Romania and Doctor Honoris Causa of the University of Oradea.