accounting are the subjects of Chapter 7. This excellent presentation focuses attention onto the usually neglected cost-of-distribution aspect of marketing. Chapter 8 describes the nature and components of a marketing information system which in turn largely draws its data from accounting, statistics, and marketing research subsystems. Marketing research is the subject of Chapter 9. This section discusses research design, sampling techniques, and methods of communicating with respondents.

Chapters 10 through 16 deal with the controllable variables of channels, product, promotion, and price. The final chapter takes up the role of marketing management as an integrating force in the company's management system. Marketing does this through the provision of liaison within the firm and between the firm, the channel system, and the customers.

The book does have some weaknesses. A more comprehensive coverage of the uncontrollable variables would be desirable. For instance, the legal and competitive environment in which the firm has to operate can constitute such a formidable threat to successful operation that it would have been better to treat these two topics in separate chapters. Also, the chapter on consumer behavior could be strengthened substantially through the inclusion of additional relevant concepts from the behavioral sciences.

In sum, however, this third edition offers a wealth of factual information. For marketing courses geared to problem solving, the book surpasses most of its competitors. Finally, it can be helpful to marketing practitioners who are involved in managerial activities of a decision-making nature.

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MARKETING MANAGEMENT STRATEGY: CASES AND PROBLEMS
by Steven J. Shaw, John F. Willenborg and Richard E. Stanley

This book is intended to serve as the primary text in marketing management courses taught by the case method, or as a supplementary text in courses which use a "standard" textbook as the primary text. A variety of case material is required to meet these goals, and variety abounds in the 79 cases which make up the book. The cases illustrate situations in large and small businesses, manufacturing as well as service, and local as well as national. They not only emphasize the traditional components of the marketing mix, but also focus on the relationship of marketing to the social, legal, and ethical environments within which marketing decisions are made.

The cases are organized in four sections. The first, "Analyzing Market Opportunities," illustrates 14 situations requiring consumer or market research and the analysis of growth opportunities and strategies. Action should follow analysis, and so the second section contains 40 cases which are concerned with "Capitalizing on Opportunities through the Marketing Mix." In this section, product planning and development; development of marketing channels; pricing strategy; and the promotion and selling effort are illustrated. Upon this background of analysis and action, the third section explores "Marketing in Specialized Areas." Its 19 cases deal with issues in the marketing of consumer services and the influences of legal, social, and ethical environments. The fourth section is a collection of six cases requiring "Coordination of the Marketing Effort."

The book's greatest strengths lie in the realism of the case situations and in the variety of circumstances, industries, and problems illustrated by the cases. Many, if not all, of the decisions required of marketing managers are brought into focus, and a broad selection of analytical methods can be used by the students in making the decisions. The average length of the cases (approximately four pages per case) will be a strength or a weakness depending upon the particular classroom application and the preference of the instructor. In an introductory or undergraduate course, the length may facilitate a clear focus on the main issue or problem and a technique for solution without undue concern about other considerations. However, some instructors may prefer more complex cases for advanced or graduate courses. Users will find the questions at the end of each case to be useful in guiding student preparation. Also, a cross index which relates the cases to standard textbook chapters should help in making assignments where the book is used as a supplementary text.

Overall, the book is an excellent collection of pointed, clearly stated cases illustrating many types of decisions. It should be an interesting, challenging vehicle for beginning students of marketing management, and useful to illustrate selected points to more advanced students.

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MARKETING MANAGEMENT: ANALYSIS, PLANNING AND CONTROL, Second Edition
by Philip Kotler

This second edition establishes the book as a classic marketing text. Eight new chapters have been included which cover the recent developments in consumer behavior, quantitative methods, and consumerism. The decision orientation of the first edition is well preserved as the author skillfully relates theory and practice. The book seems invaluable to both academicians and practicing marketing managers.

Chapters 4, 6, and 8 represent an outstanding contribution to the increasingly important task of strategy formulation. Chapter 4 emphasizes the purpose of a business and then comprehensively examines the methods available for studying customers, their needs, and behavior. The models included in the first edition are supplemented by an expanded section on the family life cycle concept and a description of