

Book Review

Advertising and Sales Promotion An Indian Perspective

Authors: V S Padmanabhan and H S Murthy
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Advertising is a discipline undergoing rapid change. This book strives to explain the role of advertising and promotion in today's business world.

The introduction chapter gives an insight on how the 21st Century brought in a phenomena change with globalization and information technology making the world a global village. This has lead to a change in the field of marketing as sharing of knowledge and information has been regardless of national boundaries which help the companies to reach their target customers. An overview of the Indian Advertising Industry is given and also how today it plays a key role in the economy is explained.

The marketing concept as opposed to barter to societal marketing and how consumers today is not only assessing what benefits it gives to the individual but also how it relates to the need of the society is explained with the examples of Body shop, Ariel and British American Tobacco (BAT). And then the book moves on to explain as how important is Marketing Communication and its process and why Integrated Marketing Communication plays a vital role in the 7 P's of Marketing.

From this point the book throws in a light on the Promotional Mix- the communication Mix (tools for Integrated Marketing Communication) such as

- ❖ Advertising – the purpose and benefits, the role of advertising agency, advertising planning, setting objectives and positioning it creatively in the minds of the customer with media planning.
- ❖ Direct Marketing – attributes, channels of direct marketing and what are its advantages and disadvantages.
- ❖ Sales Promotion – objectives, steps undertaken, innovation and caution
- ❖ Publicity and Public Relations
- ❖ Personal Selling – role of company sales forces

It just doesn't stop by only giving in details about the promotional mix but also links with technology and the change that has been brought over in the area. The book also talks about

- Advertising over Internet
- Marketing communication for Industrial Products
- Corporate or Institutional Communication
- Rural Marketing Communications
- Marketing Communication – Going Global
- Marketing Communication for Not for Profit
- Event Management
- Influence of Cinema

Case studies such as Everyone has a reason to pray- Cycle Pure Agarbatis, Live-in casual wear, Surrogate Advertising – Kingfisher, Deceptive Advertising, Success Story of AMUL and Misleading Advertisements on Neo sport Channel and ITC also relates to the concept of IMC.

This book educates the aspirant and opens door for further studies in specialization in marketing communication.

Reviewed by:
Aiswarya. S

She is a Sr. Lecturer in the Department of MBA at PES Institute of Technology, Bangalore. She can be reached at aiswarya@pes.edu.