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## Book Review

# International Marketing Management an Indian Perspective (22<sup>nd</sup> Edition)

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At the outset both the authors were Professor of great resources at the Indian Institute of Foreign Trade, New Delhi for most of their academic life. Both were known as brain and authority behind the potential of IIFT. I had the opportunity of studying under both the Professors during 1974-75. I remember once having said, "we the students don't find any book for reference on all what is taught at IIFT". The expertise in International Trade requires knowledge in various activities from International marketing, Economics, Market Potentials Logistics, Documentations, Govt. Authorities, Insurance complexes, Banking regulations, Incentives, Exim policy, Trade agreements, Market Promotion Avenues, Export Promotion Zones to payment terms, and Legal Resources . The list may be quite lengthy and need to be updated.

The students' fraternity suggested that all the Professors at IIFT should jointly write a book covering various disciplines taken by them separately. Such a book will not only help the students in their studies but would help many existing Exporters, Prospective Entrepreneurs, requirements of in-numerable procedures, linking of various Corporations, Boards, Councils, Ministries and the list is unending in Indian context.

While going through each page and every word I realized that this dream has been fulfilled. Both the Professors have beautifully written explicitly important topics, various minimum Documentation, Abbreviations, Flowcharts for Decision making,

Statistical Data, Case Studies in key areas and settlement of disputes.

In fact the title of the Book "An Indian Perspective" is most suitable. The book can be of great use as ready reference Book or Condensed Encyclopedia on International trade to not only the Students but also for the Faculty in designing the study material, course contents, methodology of teaching, promoting research studies, presentations, seminars etc. etc.

It would be highly unfair for me to do any review for the professors who were our guiding source. I owe my past 30 years of success in what so ever manner to the knowledge imparted by them at IIFT. I take this opportunity in congratulating both the Icons of IIFT in bringing out such a useful Book on International Marketing Management.

**Suman Kumar**