



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

BOOK REVIEW

Creating a Market. Geneva: International Labour Office, 1968. Pp. 180. \$U.S.1.75.

This book is concerned with the business management aspects of marketing. This concern is more apparent from the headings of individual chapters which are on Introductory Concepts, Market Research, Product Planning, Product Pricing, Advertising, Sales Promotion and Distribution.

“It was produced to meet the needs of the technical co-operation programmes of the International Labour Organisation in the field of management development in industrialising countries.” As the book plans to meet a need in industrialising countries, the text relates to consumer goods industries. The book aims to introduce “the reader to the major activities involved and some of the problems arising when a firm decides to adopt an active policy in the marketing field.”

Creating a Market is written as a programmed learning text with a programme of the linear type. As programmed instruction is to many people a new educational technique, it is suggested that potential users of this book be aware of the advantages and disadvantages of programmed instruction and of how to best use programmed instruction in an overall programme of education or training.

The publishers claim that the programmed text has been field tested on fifty members of the target population from I.L.O. projects in five countries, with satisfactory results. There is no specification of the significance of a test group of fifty nor are any details on what constitutes a satisfactory result given.

The target population specified for the text is:

- “1. Middle management and sales personnel who would like to study the elements of marketing theory.
2. Persons involved in general management activities.
3. Those taking up the study of marketing theory (whether already working in industry or attending courses in business administration).”

The book is not intended as a manual for the experienced practitioner, but managers at all levels may find it of use as an introduction to the subject or as a reminder of the main principles of marketing.”

G. J. BUGGIE

Department of Agriculture, Sydney.