

Book Review

Strategic Marketing Management and Tactics in the Service Industry

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Strategic Marketing Management and Tactics in the Service Industry

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INTRODUCTION

This book covers the emergence of glocalization in global perspective and to relate various glocal practices of multinational fast food chains with a case of marketing mix of McDonald's. It provides the overview of hospitality industry; the concept of service innovation; service innovation and customer demand; the importance of service innovation in the hospitality industry; the concept of Knowledge Management (KM); the advanced issues of KM in the hospitality industry; competency models in the hospitality industry; and the importance of KM in the hospitality industry. It further throws light on the working of the National Level Commodity exchanges in India in general, the share of major agricultural commodities traded across National Level Commodity Exchanges in India, the marketing mix for agricultural commodities in India and the benefits and challenges of commodity futures derivatives for investors in India. It also examines the role and relevance of marketing mix in order to enhance the competency of tourism services using various marketing mix elements. A glimpse of Microfinance programme that aims at reaching out to the poor population, especially women thus fulfilling the objectives under the financial inclusion (is given).

ORGANIZATION AND CONTENT OF THE BOOK

There are thirteen chapters in this book which highlight various facets of service sector, e.g. the last chapter deals with the emergence of glocalization in global perspective and to relate various glocal practices of multinational fast food chains with marketing mix of McDonald's. The book Strategic Marketing Management and Tactics in the Service Industry integrates concepts and developments

from the service industry and analyses how the field of strategic marketing can benefit from these. It has been edited and developed for students and teachers of management courses in the area of strategic as well as services marketing. Further, this book has a lot of real life implications which would also help the managers. The content is highly valuable to for all those aspiring to make a career in Marketing, especially in the service sector, e.g. banking & insurance etc. Without the proper knowledge of service industry, the understanding of marketing is a futile exercise.

SUMMARY

This book is highly recommended because the prospective reader can: Identify the growth and challenges of the service sector; understand of the basic differences between goods and services; Understand the various undergone phases of Indian banking system; growth of deposits and credits, technological development in Indian banking sector; services provided by the Indian banks, benefits and challenges faced by the Indian banks; Understand the relationship between quality and customer loyalty in order to demonstrate the quality is very important for success of firms. Various developments in recent times are included with suitable sector- specific examples.

READERSHIP

The Students must have basic knowledge of marketing course and strategic management prior to reading the book *Strategic Marketing Management and Tactics in the Service Industry*. The primary target audience for the text is undergraduate, postgraduate (both masters and doctoral courses), and executive education levels. Other target audiences are academicians who wish to provide a more comprehensive teaching of services can possibly take reference of the text.

Ganesh Dash graduated with a B.A. in Economics from Berhampur University, Odisha in 1998. He pursued his M.A. in Economics in 1998-99 and got awarded in 2000-01. He secured third position in the University. In 2000-01, he enrolled for M.B.A. in Berhampur University, Odisha and topped the University with marketing as a core subject. For a brief period, Ganesh worked with ICICI Home Finance Ltd. Then he topped the All India Entrance for Ph.D. program in D.M.S.-S.O.M., Pondicherry Central University, Puducherry and enrolled for Full-Time. In 2012, he was awarded the Ph.D. in Management with commendations. The topic for his Ph.D. was "Services Marketing Mix – A Comparative Study of the Perceptions of Buyers and Sellers of Life Insurance Products in South Odisha". He started his career with Jaipur National University, Jaipur and currently is associated with Institute of Management, JK Lakshmipat University. He has developed a penchant for both services marketing & marketing papers with basic statistics and research methodology). He has presented more than 28 research papers in national and international seminars and conferences out of which 16 papers got published. He has published (and/ or accepted) sixteen papers (eight international journals and eight national) He has also attended workshops and refresher courses dealing with a variety of subjects mainly focused on research methodology, SPSS, data mining, data ware housing etc. Further, he went through various refresher courses (MCDM) as well as FDPs sponsored by the UGC. He would like to see himself in the august company of eminent management gurus in the coming years.