

teresting is the section on market selection and product planning, which Corey introduces with a case example. He uses that example as a springboard to develop key concepts, and goes on to present a capsule overview of product policy.

Instructors will find the teacher's manual of considerable value. For each case the manual contains discussion questions, information on actual results, and concluding comments which position the case conceptually. These comments help the instructor to offer generalizations which enable students to transfer learning from a particular case to a wider range of business situations. For several reasons, the manual includes short cases which contain information about

what happened subsequent to the situation described in the original case. The instructor could use these short follow-on cases in class, or could distribute them for later analysis.

Instructors who have used the first edition of Corey's book will welcome the appearance of this second edition. Instructors who wish to add challenging case work to their industrial marketing courses may find his book highly appropriate.

RICHARD N. CARDOZO

*University of Minnesota,
Minneapolis*

PUBLIC POLICY ISSUES IN MARKETING

edited by O. C. Ferrell and Raymond LaGarce

(Lexington, Mass.: D. C. Heath and Company, 1975. 195 pp. \$15.)

This book consists of twelve chapters selected from papers presented at a public policy conference held at Southern Illinois University. Although lacking a tight conceptual framework, the book is organized into four parts.

Part 1 contains three papers on public policy structure. B. Enis and N. Kangun present an input-output model of public policy formation which provides an excellent framework for understanding the process of policy development. H. Spence presents a controversial argument that the central assumptions of the capitalistic system must be changed to advance public welfare. A. El-Ansary and A. Breuils present U.S. and French policy-making structures, a comparative evaluation of each, and a proposed framework for government intervention.

Part 2 is concerned with the issue of advertising and public policy. D. Cohen explores the FTC interpretation of unfairness and its resulting ramifications for consumer advertising. H. Kassarjian et al. report the results of an experimental study which demonstrates that corrective advertising can change consumer attitudes previously created by misleading, unfair, or deceptive advertising.

Part 3 deals with the responsibilities of business. E. Cundiff briefly outlines changes in public policy dealing with product safety, product information, and deceptive advertising and calls for greater cooperation between business and government. W. Lazer and P. LaBarbera provide an excellent history of business efforts to self-regulate, pointing out the requisites for effective self-policing programs. M. G. Jones argues

that business must formulate policies to react to consumerism and allow more consumer input to these policies.

Part 4 presents the illusive concept, "Future Dimensions." L. Richardson advances the proposition that consumerism is becoming more institutionalized and briefly discusses emerging consumer issues. L. Boone and D. Kurtz report survey results of state attorney generals with a focus on future consumer protection legislation. In the final chapter R. Holloway deals with the futuristic methods of forecasting and identifying public policy issues.

The book's primary focus is not on public policy issues *per se*, but rather the policy formation process and the need for better business and government consumer interaction. This is not a major shortcoming, however, since articles that deal with specific issues become dated rather quickly.

A unique feature of the book is inclusion of a short commentary after each chapter, prepared by an expert discussant. The critique serves to analyze and expand on the thoughts presented in the chapter.

The serious student of marketing and public policy will find the book quite useful. It is also valuable for use in graduate and advanced undergraduate seminars for the original contributions it contains, the alternatives presented, and directions for empirical research that are indicated.

M. BIXBY COOPER

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East Lansing*

SALES MANAGEMENT: DECISIONS, POLICIES, AND CASES, Third Edition

by Richard R. Still, Edward W. Cundiff, and Norman A. P. Govoni

(Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1976. 540 pp. \$13.95.)

This book is well integrated and well written. It follows the style of almost all the leading texts in the

area, and provides interesting information to both students and practitioners.

Sales Management Decisions Policies And Cases

Christian Drosten



Sales Management Decisions Policies And Cases:

Sales Management Decisions Policies And Cases: Bestsellers in 2023 The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the captivating narratives that have captivated audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Sales Management Decisions Policies And Cases : Delia Owens "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papan, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and thrilling novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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