

Book Reviews

The Impact of E-Marketing on E-Buyer Behaviour

Author: Dr. Bijal Zaveri Amin

Publisher: Biztantra, Delhi,
ISBN-9789350043202,
Pages- 368, One CD

With the rapid growth of science and technology, internet in laptops and mobile phones is being used increasingly even by the middle class households. The life of people has become tedious, occupied and busy, that one often finds difficult to spend quality time at the market place. E-marketing has become a boon in the modern times giving the customer ample opportunities to know about the products, services and their quality and cost. It gives the customer ample choice to decide what he wants without bothering unnecessarily and haggling about the cost of the product.

E-marketing has opened flood gates of meaningful and attractive advertisements which attracts the customer, entice him to procure the product, and reaches his home at the earliest possible time.

The book is divided into two parts. In part one there are following six chapters; 'Marketing perspective in the internet age: E-marketing', 'E-marketing-mix: marketing mix in internet era', 'The e-consumer perspective: typology of e-buyers and adoption process in electronic environment', 'E-buyer behaviour in electronic environment', 'E-buying and online customer experience & CRM', 'E-branding: Branding in electronic era'. In part two, the author has given six case studies on e-marketing which makes the book more precious. The author has covered various aspects on e-marketing by

adopting interdisciplinary approach.

There is a flood of books and published material on e-marketing today. This opens a plethora of choices before the customers in deciding about the products and its quality. The media is constantly hammering upon his choice to buy the product on certain initial discounts also. The book is of immense value not only to the students and teachers of e-marketing but also to those high profile multinationals and institutions who should also know the theory and practice of e-marketing and how to seek new customers and promote buyer's behaviour to suit their interest.

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Corporate Finance: A Focused Approach

**Author: Michael C. Ehrhardt
Eugene F. Bringham**

Publisher: Cengage Learning

ISBN: 10! 81-315-0414-X

ISBN: 13! 978-81-315-0414-7

The world today recognizes the relevance of financial theory and applications which have dramatically expanded during the last decade. This book combines theory with the practical applications. An understanding of the theory of Finance along with a good working knowledge of financial environment is essential if people are to develop and implement effective financial strategies. This book is written by Michael C. Ehrhardt who is currently teaching at university of Tennessee, and Eugene F. Bringham, who is a renowned faculty at the University of Florida. Eugene F. Bringham is a powerful critique of Corporate Finance strategies.

This book is a master piece where in the author presents the counter agreement towards the policy of Good Financial Management. Finance, in real sense, is the cornerstone of the free enterprise system. Good

Financial Management is therefore not only vital for the economic health of the business firms, but also to the nation and the world. Because of its importance, corporate Finance should be thoroughly understood. However, this is easier said than done since the field is relatively complex, and it is undergoing constant change in response to the shifts in economic scenarios. The constantly changing dynamics makes corporate finance not only stimulating and exciting, but also challenging and sometimes perplexing. The author sincerely hopes that 'Corporate Finance: A focused approach' will help readers comprehend and solve the financial problems faced by business today.

This book consists of seventeen chapters. The early coverage of risk analysis, discounted Cash flow techniques and Valuations permits us to use and reinforce these concepts throughout the book. Chapter 3 which introduces risk, return and the CAPM also demonstrates how beta is calculated for an actual company. Chapter 7 covers the basic capital budgeting techniques, with an emphasis on spreadsheet Analysis. Chapter 13 blends capital structure theory

and application. Drawing on both the corporate valuation model in chapter 12 and the Hamada model, the chapter analyses the impacts of changes in the capital structure.

This book has major themes where in the author discusses how the manager should strive to maximise shareholders' value, which requires a focus on cash flow. The book emphasizes on a chapter that ties together free Cash flow, corporate valuation, value based management, corporate governance and in centre compensation. Each chapter has a mini case that covers all the essential issues.

The book is well structured and it gives the basic background information and essential concept including the economic and financial environment, the time value of money, the relationship between risk and return, and stock and bond valuation. With this background, a reader can understand the specific techniques, decisions, rules and financial policies that are used to help maximize the value of the firm.

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Management Information Systems

Author: Sahil Raj

Publishers: Pearson Publications

ISBN No: 9789332502550

Pages-398(406 including index)

The script of the book is well crafted, sorted out and executed properly. The writing style is quite lucid, giving clarity to the reader about the topic mentioned. There exists complete flow in the concepts with well defined cases and live examples. The summary at the end of every chapter is quite helpful for better understanding of the whole concept. The author has focused on the interdisciplinary approach and has co-related a single concept with many live examples. The overall script is well drafted. The book is focusing on budding managers to get a better idea of the various aspects of Management Information System.

Table of contents:

The book is divided into 15 chapters where each chapter is well connected to other chapters. In chapter 1 the whole focus is to put across concepts of MIS (Business information system) and its characteristics as well. Chapter 2 emphasizes on the relevance of functional information systems. It talks about the inter-organizational

dependencies and how processes are carried out to accomplish the job within an organization. Chapter 3 focuses on the strategic planning by top management using DSS as a tool to make the decisions. Chapter 4 emphasizes on how organizations can integrate its business processes using IT tools and technologies. It also introduces ERP software as a collaborative tool. Chapter 5 further elaborates on the key application areas of an information system. The book is explaining all the critical aspects of hardware and software related to MIS. It talks about the network, protocol and architecture. It gives detailed account of the identification, feasibility, and planning issues related to MIS. Chapter 9 gives in detail about the system analysis and development which is another aspects related to information systems. Chapter 10 deals with the analysis part of the software and it also elucidates the various concepts related to requirement analysis for an MIS. Chapter 11 deals with the modeling tools like decision flow diagram, data dictionary etc. Chapter 12 provides a detailed description of various CASE tools. Chapter 13 and 14 emphasizes on the practical aspects of development of IT projects. Chapter 15 deals with the understanding of various IT Tools and it gives hands on experience to the beginners to adapt the IT Ever-changing environment.

Summary

Information technology is dominating the business world. It is giving edge for corporates to survive and compete in the globalized environment The book elaborates on the functions and sub functions of Information systems and its role in today's business. The concepts have been well explained with the help of sufficient number of examples, caselets, tables & figures. The book provides an in-depth coverage of technological concepts, products, and solutions being currently applied to the contemporary business. It covers all the latest tools and technologies used in IT. With the problem solving approach and user friendly presentation, the book is useful for budding managers to master the concepts of Information Technology and to know how it can be used effectively and timely to have a profitable business .This book is giving insight into various challenges and realities of implementing IT solutions as well, which is a learning to the students, researchers and IT professionals.

Anita Venaik

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