

The Greatest Company In The World? The Story of TATA

Author: Peter Casey
Publisher: Penguin Group
Place of Publication: Gurgaon, Haryana
Year of Publication: 2014
ISBN-9780670087686
Pages: 228
Price: 599

The new companies act 2013 made every company, private limited or public limited, which either had a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, to spend at least 2% of its average net profit for the immediately preceding three financial years on corporate social responsibility activities. These activities included different aspects, which highlighted that India is still struggling, even after 68 years of its independence, in healthcare, poverty, hunger, gender equality, inequalities and many more. But there are some big Indian business houses, which are devoted to the development of India since the time of their foundation. Tata group is one amongst them. Two-thirds of the Tata is owned by philanthropic trusts. It is one of the biggest charities in the world. This book gives us an idea about the Tata group's ideology of Capitalism and Altruism.

The book is divided into two parts. Part one talks about all the accomplishments that Chairmen TATA had till date and its 'jewel of the crown' TCS. In this part, the chapters are devoted to each ex- Chairmen, starting from Jamsetji Tata (first chairman of Tata Group) till Ratan Naval Tata (the last ex-Chairman). In chapter one, three main goals i.e. textiles, hydroelectricity and education are discussed in great details. Jamsetji was very passionate about the above mentioned three goals. However neither of these goals were actually achieved during his lifetime. The unsung hero of Tata, Sir Dorabji Tata, the eldest son of Jamsetji bought these goals to fruition. Chapter 2 tells us about the Chairmanship and personal life of Sir Dorabji Tata, group's second Chairman. Dorabji was not only a far-sighted leader but also a sportsman. He was the person whose efforts led to India's participation in the Olympics in 1919. Dorabji and his wife were childless couple and he placed his entire fortune in Tata trust for the country, which could be used for anyone without any distinction. The third chapter is dedicated to the third Chairman of the Tata group- Sir Nowroji Saklatwala, who was renowned for his pro-workers' and employees' policies. He introduced an innovative profit-

sharing programme in early 1900s. His Chairmanship lasted only for six years as he died due to sudden heart attack in France. Fourth chapter gives us a sneak preview of working and life style of Tata's fourth Chairman, JRD Tata. During his Chairmanship Tata group flourished. He started Tata Airlines, Voltas, Tata Motors, TCS, Titan Industries, Tata Electric and many more. He made Tata a true conglomerate group. Like Jamsetji, Dorabji and Ratanji, JRD Tata too placed his personal wealth for various Tata trusts. After JRD Tata, the fifth Chairman of this group was Ratan Naval Tata who placed Tata Group on the global map more prominently. Fifth chapter of the book discusses at length the changes and challenges faced by Ratan Tata when he joined as Chairman. The next chapter throws light on the origin and growth of TCS, which is largest Indian company, based on market capitalization and also the author's biggest client.

The other part of the book is divided into seven chapters. Most of the chapters deal with the Tata DNA, in terms of their philanthropist approach and social service. The last chapter is interestingly titled as, "What Would Jansetji Do if He Were Running Tata Today" and portrays the author's imagination which is worth reading. Other

than these chapters, the author also provided the list of companies that the Tata group is handling besides discussing in details the Tata Code of Conduct (TCoC). A letter from Jamsetji Tata to Lord Reay is also included at the end of the book.

In this piece of art, the author is driving the Tata Model of Philanthropy and servant

leadership and proposing that it should be followed by all the big industrial houses across the world. The author is impressed with the work culture, ethos, passion, and governance of the Tata group. Much stress has been given to the vision of Jamsetji Tata which has been discussed a number of times. Some piece of information and facts are repeated in the book at various

places. This book is well summarized by the author by providing "A Tata Timeline" at the end of the book. However this book gives us a brief idea of how Tata works and what are their driving motives.

Dr. Pooja Goel
Shaheed Bhagat Singh College (M)
University of Delhi

Author: Perry R. Hinton, Isabella McMurray, Charlotte Brownlow

Statistics Explained

2014, Second Edition

Publishers: Routledge
Year: 2014
ISBN: 9780415616010
Pages: 386
Price: \$142.19

Statistics Explained is an excellent book for illustrating and expanding the statistical text through SPSS. It serves as a manual for SPSS. It combines a step-by-step approach to each procedure with easy to follow screenshots at each stage of the process from imputing the data to performing the test. A number of other helpful features are provided:

- regular advice boxes with tips specific to each test
- explanations divided into 'essential' and 'advanced' sections to suit readers at different levels
- frequently asked questions at the end of each chapter.

The book is divided into 17 chapters. Each chapter begins with brief introduction to the test and the assumptions required undertaking it appropriately. Chapter 1 starts with introduction of the book. Chapter 2 deals with how to enter

the collected data into SPSS and perform calculations on the data entered. It also guides about how to replace missing data and import data from excel. Chapter 3 introduce the descriptive statistics and elaborate the frequency, descriptive, explore, crosstabs and custom tables Command. Chapter 4 talks about generating graphs like Histograms, Boxplots, Barcharts, Line Graphs, Pie Charts, etc. chapter 5 explains the key concepts of statistical testing. This chapter introduces parametric tests and explains the key terms like confidence intervals, testing the normality. Chapter 6 deals with independent & related t- test. Chapter 7 introduces to Analysis of Variance (general linear model) and explains the model for analysing data along with univariate and multivariate analysis of variance. Chapter 8, 9 and 10 describe the procedure and explain the output for a variety of ANOVAS and multivariate analysis of variance. Chapter 11 deals with non parametric analysis likes Mann-Whitney U test for independent samples and Wilcoxon Signed Rank test for related samples. Chapter 12 deals with other non parametric tests like Kruskal Walus Test for independent samples and Friedman Test for related samples. Chapter 13 examines tests of association

including the chi-square test of independence and goodness of fit. Chapter 14 introduces linear correlation (Pearson and Spearman Correlation) & linear regression and binary logistic regression. Chapter 15 deals with multiple correlation and multiple regression (using both the methods enter and stepwise method). Chapter 16 talks about Exploratory Factor Analysis. The last chapter deals reliability test of the questionnaire through Cronbach's Alpha.

SPSS is an essential feature of statistical analysis for many social science researchers. It is also widely used in business and can aid in quantitative data handling. SPSS has all of the most widely used statistical tests built-in to the software. Therefore, there is no need to do any mathematical equations by hand. Once run a statistical test, all associated outputs are displayed in the data output file. The book is suitable for all students who need to do statistical analysis using SPSS in various departments including Psychology, Social Science, Business Studies, Nursing, Education, Health and Sport Science, Communication and Media, Geography, and Biology.

Nisha Gupta
Shaheed Bhagat Singh College
University of Delhi

Viral Marketing and Social Networks

Author : M. Petrescu,
Publisher : New York:
Business Expert Press,
Print ISBN : 9781606498125;
E-book ISBN : 9781606498132
Pages: . 108
Price: \$43.95

The consumers, organizations and marketers are awed by the strengths that the interactive media offers. A significant development thus has been organizations increasing the budgetary allocations for promotional campaigns using non-traditional media. This is aligned with marketers and researchers predicting descent of the traditional media and surge in the new media and marketing options. Thus, in the present marketing scenario, with the evolution of the World Wide Web, options like viral marketing and social networks are presenting innovative opportunities for the marketers. In this backdrop, this book, 'Viral Marketing and Social Network', by Dr. Maria Petrescu is an interesting and in-depth account of viral marketing for academic understanding and marketing application. Dr. Petrescu is a marketing researcher and assistant professor of marketing at Nova Southeastern University with interests in the areas of - international marketing, advertising, entrepreneurship and consumer behavior, etc. Her

present work is structured into ten chapters spanning across 108 pages and is published by Business Expert Press in 2014 in both print and e-book versions (Print ISBN: 9781606498125; E-book ISBN: 9781606498132). The book is relevant and is good read for students, academicians and marketing experts.

The title of the book is apt and precise and the strength of the book under review is primarily the need and currency of the concept. The first chapter brings forth important facts regarding the origins of viral marketing and defines the phenomenon as "...online word-of-mouth which is transmitted and promoted through the use of social networks". Viral marketing uses social networks for widespread transmission of marketing messages and also provide incentives like entertainment, discounts and sweepstakes, etc. to the consumers. The author then provides valuable distinction between the terms word-of-mouth marketing, buzz marketing and viral marketing, even though these terms are often used interchangeably by the marketers. It was learnt that word-of-mouth communication is local and slow whereas viral marketing using online platform has an exponential diffusion potential. Further, buzz marketing involves "...widespread market communication about a certain commercial topic, leading to communication from consumer to consumer".

The second chapter discusses the significance of social networks for effective viral marketing. The author critically examines the social network theory and highlights the importance of ease of information dissemination when online platforms are used for communication in a social network. Further it is noteworthy that "...the diffusion of information depends on the type of network and the degree of formalized links and connections among network members". The types of networks have been described as social centric networks (Facebook), content sharing networks (YouTube), communication networks (Twitter) and specialized networks (LinkedIn, Pinterest). The author highlights that the synchronous networks also encourage users to share information. The utility of social networks is described in the section regarding network laws and benefits. This chapter provides critical information to marketers for selecting appropriate social networks for viral marketing.

After assessing the social network requirements, the author then discusses the viral marketing media in the third chapter. As the main platform used for viral marketing is social media, this chapter discusses the various online venues including online social networks, virtual worlds, social video websites, photo communities and social news websites. The social

networks have also been described as egocentric (focusing on the individual) and object centric (focusing on the content). The key global social networks, their characteristics, advantages, disadvantages and usage estimates have been described in great detail.

The discussion in the fourth chapter progresses around the characteristics and tools of viral marketing. It is appropriately advised that "...the viral possibility is an attractive opportunity, especially for companies who want to take advantage of a high-diffusion, low cost promotion solution". The author further stresses that "...for the marketing messages to be valuable for consumers, they must be entertaining, unique and engaging...the link between controversy and contagion, is the key characteristic of viral messages that gives them the viral potential, contagion". The provocative, shocking (striking), incongruity and surprise are the other characteristics of viral messages that lead to increase in the possible viral ability. The tools used for viral marketing include web pages, business pages on social media websites, social communication websites and mobile platforms. Lastly, the possibility for the user to create and transmit content is another tool for increasing the virility of the marketing message. Going ahead, the fifth chapter examines what is viral advertising and its features. The definition of viral advertising is summarized as "...unpaid electronic distribution

of business or user generated advertisements from consumer to consumer, based on ad content likeability, entertainment and controversial characteristics". The fact that viral advertising is controlled by consumers rather than the advertisers is stressed, the various advertising appeals, and their relevance for viral advertisements are also described.

The main shortcoming of using a viral message is "...loss of control of the marketers over the diffusion of the marketing message and content". Thus hybrid campaigns using both traditional and online marketing campaigns are being preferred by most companies. Some brands like Nike, Gatorade and Levi's use unbranded campaigns which use a combination of tools and platforms and have been very successful. There are several brands whose successful marketing strategies have been well explained by the author in the present chapter. The author finally affirms that "...these new type of marketing strategies, including hybrid and unbranded campaigns, represent novelties in the marketing field and are especially the result of the widespread development of the Internet and social media use".

It is noteworthy that "...for viral marketing campaigns it is important to find the right target consumers for the initial phase in the release of the marketing content, for consumers to not only to like the marketing message but help it to become

viral by managing its transmission to other users". The seventh chapter is thus dedicated to understanding releasing the virus. The market mavens help in spreading the message to the connectors who in turn make it viral across the social network. Further, viral messages from interpersonal sources are welcomed by consumers rather than unknown sources. The author ends the discussion by describing stealth marketing. The eighth chapter discussed the most important aspect of any advertising campaign which is its results and evaluation. The tools used for monitoring the success of viral marketing are different from the traditional campaigns. The objectives of viral marketing campaign and the metrics for measurement are well described in a tabulated form by the author and present a clear picture to the reader. The monitoring and evaluation section discusses the tools, shortcomings of the tools and possible limitations. This section could have been presented more effectively by citing specific research studies using the measurement tools and the tools themselves could have been discussed in detail for greater benefit of the readers.

The ninth chapter is about the negative viral campaigns and describes the negative content sources and platforms. Further, the positive messages becoming negative are discussed with the help of a case about a prominent brand. The negative information posted by the consumer in frustration or dissatisfaction is

being considered as positive for the brand and the author advises that the brands should take note and proactively try to improve the problem suggested by the consumer. Finally the book ends with a chapter titled conclusions. The author suggests that whether the businesses use hybrid campaigns or exclusive social media campaigns, they do benefit because of viral marketing's ability of the diffusion potential, low costs for placement and transmission and ability to target varied segments of consumers.

This book was a much needed primer in the emerging models of the marketing domain. The

author provides a framework for students, academicians and practitioners to assimilate information about viral marketing. A suggested improvement is the inclusion of visual descriptions, tables, models and figures in the next edition. Further, for making it more useful as a text book, empirical research studies in this field can be quoted along with the discussion of their results. Another subject which could be discussed in detail is the consumer characteristics that make them market mavens and connectors. Finally, this book will help the reader in understanding

the fine differences in the concepts related to viral marketing and the technical jargon as well. The author describes the actual cases in companies and this will provide guidance to management practitioners as well as management teachers. With few suggested refinements, this book can be a part of the regular syllabi of the management programs teaching related courses.

Amanpreet Kang
Amity Business School
Amity University, Uttar Pradesh

BOARD OF REVIEWERS

- Dr. Ajay Kumar Singh**
University of Delhi.
- Doc. Dr Ing. Elena Horska**
Slovak University of Agriculture, Nitra
- Doc. Ing. Petr Sauer**
University of Economics, Prague, Czech Republic
- Dr. B. P. Singh**
University of Delhi
- Mr. Santosh K Srivastava**
INDOIL MONTNEY ltd. Calgary Canada.
- Prof. K..V. Bhanu Murthi**
University of Delhi
- Prof. H. K. Singh**
Banaras Hindu University, Varanasi
- Prof. Mohammad Saeed**
North Dakota University, USA
- Prof. Suneel Maheshwari**
Indiana University of Pennsylvania, PA, USA
- Dr. Rakesh Gupta**
Griffith Business School, Griffith University,
Nathan Campus, Australia
- Prof. Parimal H. Vyas**
M.S. University of Baroda
- Sapna Goel**
HCL Infosystems Ltd.
- Dr. Anita Venaik**
Amity University, Noida
- Prof. David Ross**
Help University, Malaysia
- Prof. Walter T Parrish**
ICE Academy, United Kingdom
- Dr. Sumit Singh Jasial**
Amity University, Noida

- Prof. Ravinder Vinayek**
MD University, Rohtak
- Dr. Rushina Singh**
Amity University, Noida
- Dr. Balwinder Singh**
Guru Nanak Dev University, Amritsar
- Dr. Rosy Kalra**
Amity University, Noida
- Dr. Nisha Gupta**
University of Delhi
- Dr. H. K. Gujaral**
Amity University, Noida
- Amanpreet Kang**
Amity University, Noida
- Dr. Poonam Gupta**
ITS, Ghaziabad.
- Mr. Harsh Saxena**
Honeywell Automation and Control Solutions,
Perth Australia
- Tavishi**
Amity University, Noida
- Dr. T. K. Singhal**
INMANTEC, Ghaziabad
- Rajnish Ratna**
Amity University, Noida
- Dr. Anita Kumar**
Amity University, Noida
- Dr. Jaya Yadav**
Amity University, Noida
- Shipra Singh**
Delhi School of Professional Studies and Research,
Delhi