

EFFECTIVE ADVERTISING STRATEGIES FOR YOUR BUSINESS

Cong Li, *Effective Advertising Strategies for Your Business*, 2015, New York: Business Expert Press, pp. 132, \$59.95 (Print Price),
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What works wonders and what fails are questions that perpetually distract the marketers. These questions are even more important if entrepreneurs and small business owners are chalking advertising strategies for their organizations. Further, the options and media available for marketing have proliferated extensively along with the 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, there are various innovative opportunities for the organizations. In this backdrop, this book, 'Effective Advertising Strategies for Your Business', by Dr. Cong Li is an interesting and in-depth account of advertising strategies for academic understanding and marketing application. Dr. Cong Li is an assistant professor in advertising at the University of Miami's School of

Communication and teaches advertising, marketing, and communication courses at both the undergraduate and graduate level. His present work is structured into eight chapters spanning across 132 pages and is published by Business Expert Press in 2015 in both print and e-book versions (Print ISBN: 9781606498682, E-book ISBN: 9781606498699). The book is relevant and is good read for students, academicians, entrepreneurs 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 describes the basic practices in the advertising world along with the key terminologies in the advertising industry. The author vividly explores the old and the new meaning of advertising suggesting that the 'internet blurs the line between the interpersonal media and mass media'. The author makes a key point suggesting that using new tools and in the new age – advertising is not necessarily paid, mass media may not be the only media used for advertising and advertising can be focused on a single customer at a time. The author also explores the creative and strategic nature of advertising.

The second chapter explores the targeted strategy, the individualized strategy and the standardized strategies of advertising. The nature of each type of strategy as well as the requirements of the organization adopting these strategies is explored in this chapter. It is a very simple explanation of the core concepts. The third chapter explores the implementation of the standardized strategy of advertising. The author makes a compelling point stating that '...to adopt this strategy, the business' core value should have a universal appeal to all customers'. The customers do not have to be treated differently and the database is also not required in this case as stated by the author. The author however does not provide a critique of the use of this type of advertising.

The fourth chapter discusses how a targeted message should be crafted. The clear message given is that for targeted advertising the product should have a distinctive appeal for a particular group of consumers. This requires undertaking research for identifying the specific characteristics of the consumers to be targeted. The implementation of this type is discussed via an interesting case of Audi which makes the use of this type of advertising strategy imperative. The next chapter

suggests that the individualized strategy should be used when the organization has the capability of meeting each customer's demand separately. Chapter six provides insights regarding gathering consumer information for advertising. For long term and trustworthy relationship with the consumers, the organizations have to ensure that consumer information is collected effectively, database maintained properly and consumers contacted appropriately.

The incorporation of consumer insights into advertising is discussed in chapter seven. The author states that though it is important to incorporate consumer insights into advertising, the companies have to be aware that the consumers' preferences may be unstable and

fuzzy. There are several other situational factors that may also impact advertising effectiveness and these have been deliberated in detail by the author. The book culminates in chapter eight, which summarizes how the different advertising strategies should be integrated.

This book was a much needed primer in the marketing domain. The author provides a framework for students, academicians and practitioners to assimilate information about advertising strategies. 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. Finally, this book will help the

reader in understanding the fine differences in the concepts related to advertising and the technical jargon as well. The author describes the actual cases in companies and this will provide guidance to management practitioners, entrepreneurs and small businesses. With the few suggested refinements, this book can be a part of the regular syllabi of the management programmes teaching related courses.

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The State of Business Schools: Educational and Moral Imperatives for Market Leaders
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If you are looking for a book to better understand the nature, role, functions, and ethical challenges of a business school, this book is for you. Accreditation is one crucial ethical challenge for business schools. This book is especially useful for those responsible for getting a business school accredited by one of the three largest and most influential business school accreditation associations. These include AACSB (The Association to Advance Collegiate Schools of Business, based in Tampa, Florida), AMBA (The Association of MBAs, based in London), and EQUIS (European Quality Improvement System, based in Brussels). These agencies provide specific business program or business school accreditation. This book is a bit old but the learning points, findings, and guidelines provided are still valid and very helpful.

The rules and regulations are widely regarded as essential for the progress and continuous improvement of a business school throughout years. Each of the three associations mentioned

above assesses a business school according to different criteria and scope. While accreditation is a voluntary activity it is very important for a business school because to a large extent it determines the acceptability of a business school among students and employers. AACSB accreditation is considered the "gold standard" by many business schools. This provides a critical analysis of AACSB expectations during accreditation. The authors point out that AACSB standards do not provide much flexibility and, to a degree, are vague, imprecise, and not exact. As such, these standards are subject to interpretation.

The book points out that many business schools consider AACSB accreditation as first step to establish their business school's reputation as one of the major players in business community. The business schools think that AACSB accreditation allows them to remain competitive in challenging academic world of today. The book explains that many business schools seeking AACSB accreditation appoint faculty candidates be graduates of AACSB accredited schools of business. Some business schools specifically and explicitly require that. The authors explain that AACSB strongly emphasize business schools to produce high level of intellectual output. One part of it is the academic research. Faculty members of AACSB

accredited business schools are expected to publish in top-tiered research journals. Authors argue that this requirement has come at the cost of reduced quality of education for students because faculty concerned with their job security spend more time on research than teaching and education. The authors further argue that this strong AACSB requirement has actually hurt those faculty members looking to strike a balance between teaching, research, and job. Faculty at many business schools around the globe is a mix of academically qualified (AQ) and professionally qualified (PQ) faculty. This mix is essential because professionally qualified (PQ) faculty can bring significant amount of practical experience to augment classroom teaching. The authors note that AACSB also regulates the mix of AQ and PQ faculty in a business school. They argue that AACSB regulation of this faculty mix is a major area of concern for prospective AACSB accreditation seeker business schools.

According to authors, business schools should carefully analyze the pros and cons of having an AACSB accreditation because it may not be in their best interest. This is because the school may not have the ability or resources to come up to the stringent and equivocal standards of AACSB accreditation. Authors explain that the litmus test of a business school's acceptability is the market itself. If a business school

delivers what it promises and provides value for students, the community, and the society, the market recognizes it and rewards such value addition. However, as business schools become bigger, both in terms of number of students and number of programs offered, it becomes increasingly difficult for satisfying AACSB accreditation requirements. Therefore, it is important for a business school to adopt a strategic orientation

while considering AACSB accreditation to clearly understand whether AACSB accreditation makes sense for them and their university or not. This question is important because in many cases business schools are required to align their strategies with the university.

Undoubtedly, the authors have used their vast and significant amount of experience to provide a book that provides very useful

information not only on the nature, role, functions, and ethical challenges of a business school but also provides some very useful guidelines related to the accreditation of business schools.

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