

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 or advanced undergraduate seminars for the original contributions it contains, the alternatives presented, and directions for empirical research that are indicated.

M. BIXBY COOPER

*Michigan State University,
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

**Thomas N. Ingram,Raymond W.
LaForge,Ramon A. Avila,Charles H.
Schwepker (Jr.),Michael R. Williams
(Professor of marketing)**

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