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Cases and Problems in Marketing Research, by Donald F. Blankertz, Robert Ferber, and Hugh G. Wales. (New York: Ronald Press Company, 1954. Pp. 339. $5.00.)

The marketing teacher who values the case method of instruction will welcome this, the first published collection of cases dealing exclusively with marketing research. The authors present their material in the usual fashion: the 58 cases are divided into nine parts (chapters), each prefaced by a three or four page review of the topic. An exception to this rule is the discussion of sampling which occupies about eight pages, but even in this instance it is clear that the authors expect that students will have obtained the necessary background knowledge for case analysis from one or another of the standard textbooks in marketing research. The arrangement of topics, too, facilitates use in conjunction with a text, since it follows closely the organization, widely adopted now, introduced many years ago by Lyndon O. Brown in his Market Research and Analysis.

The title of the first part, Formulating the Problem, perhaps implies more than often can be accomplished at this stage of a research project. The authors recognize this potential objection and reply that at least for pedagogical purposes it is advisable to define the problem as early as possible, even though refinements may have to come later. The seven cases in this section are short and most of them provide only enough information for very preliminary statements of the problem. Part II, Preliminary Investigations, enables the authors to explain how the gathering of additional data from internal sources, secondary or published information, and informal field studies permits the problem to be defined in more specific terms, that is, in terms of particular hypotheses. The cases of Part III, Planning, deal mostly with the construction of questionnaires, though some cover

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the use of internal data and the matter of costs. Most of the cases of the next two parts, Sampling and Collection of Data, may be considered to continue the planning stage since they deal with such topics as the design of the sample, the determination of kinds of data to be obtained, and the forms to be used in the gathering of internal data, as well as the selection and training of interviewers. Part VI, Editing and Tabulating, Part VII, Interpretation and Analysis, and Part VIII, Presentation and Follow-Up, provide a number of excellent cases to conclude the standard outline of a market research project. The final section of the volume, Organization for Research, contains several interesting examples of the way in which firms have treated this problem.

In terms of the quality of presentation of the cases a uniformly high standard is met. The writing is very clear, smooth, and to the point. On the other hand, the material of the cases themselves varies considerably in quality, or at least in completeness and difficulty. The authors explain that they have, by design, varied the difficulty of cases as a means of introducing students to new topics. Some of the cases are very short, particularly those in the first part, and leave a great deal to the imagination of students. At times this may be desirable, but it foregoes one of the important advantages of the case method, namely, that students learn much from the descriptive detail which may be employed to provide background for a case. In some instances, too, it may encourage students to " theorize" about a wide range of problems, when in fact more complete information which may actually be available to company executives would point up the problem and necessitate more precise thinking on the part of students. In this connection, however, my own experience suggests that the true worth of individual cases is likely to be ascertained only after use in the classroom. At times a most unpromising case turns out to be a source of productive class discussion and analysis, and vice-versa. At least some of these shorter cases may prove to be very valuable.

It would have been desirable, too, to have included a few more examples of the use of observational and experimental methods. The authors point out, quite accurately, that the questionnaire method is the most widely applicable one. Unfortunately, though, either habit or ignorance may dictate its use in situations in which the other techniques may be both feasible and more accurate. It is difficult to find good examples of the use of these techniques (except certain mechanical applications), but their very paucity should encourage greater efforts, lest their lack perpetuate over-emphasis on questionnaire methods.

In all, this collection of cases is a very worthwhile addition to the literature. Its value in the classroom should be great, even though it must be added to a program which already includes text reading and a field project. It seems to many that the field project is indispensable in a market research course, a conclusion with which this reviewer agrees, but its limited scope needs the broadening influence of cases of the type included here. And though casebooks are usually thought of essentially as classroom aids, a substantial number of these cases could be read with profit by marketing researchers and marketing executives.

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PUBLICITY IN ACTION, by Herbert M. Baus. (New York: Harper & Brothers, 1954. Pp. 335. $4.50.)

Like the previous works of Herbert Baus, this book is a thoroughly practical guide for the novice as well as the experienced professional. It is a how-to-do book, not a theoretical treatise on public relations. Very little time is spent on such intangibles as the nature of public relations, the future of public relations, the professional status of public relations, and similar matters which have been tortured so long and so frequently by other writers. The author neatly defines the scope of his book by saying: "If public relations may be broadly considered, as it is by many, as the act of living right, of 'being a good citizen,' publicity is the act of telling the world about the right living, the good citizenship. . . . The role of public relations is to make a light worth projecting. The art of publicity is the act of projecting the light." Having stated that definition, he spends the rest of the book on the down-to-earth and universal problem of how to tell the world about things it ought to know.

Whether or not Mr. Baus intended it as such, the book is essentially a series of useful checklists breaking down into their elements nearly all of the familiar publicity problems, lists setting down the standard sources of information for compiling mailing lists, giving the steps to take in organizing a campaign, suggesting the contents of an effective press kit, and so on. Any business manager who is in the process of expanding his public relations activities, any public relations director who is reviewing his own