EFFECTIVE ADVERTISING STRATEGIES FOR YOUR BUSINESS


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 of this 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
consumer'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.

Amanpreet Kang
Assistant Professor
Amity Business School
F-2 Block 3rd Floor
Amity University Campus
Sector-125, Noida-201313
UP, INDIA
Tel: +91-120 4392603
Mob: +91-9650765715
Email: akang@amity.edu

Bahaudin G. Mujtaba, Frank J.
Cavico, Donovan A. McFarlane
The State of Business Schools:
Educational and Moral
Imperatives for Market Leaders
ILEAD Academy
ISBN-13: 978-1936257005,
Paperback

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
allow them to remain
competitive in challenging
academic world of today. The
book explains that many business
schools seeking AACSB
accreditation appoint faculty
candidates to 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
teaching for students because
college 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 AACSB-compliant
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
don’t 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.

Amir Manzoor  
Senior Faculty Member  
Management Sciences  
Department  
Bahria University, Karachi, Pakistan