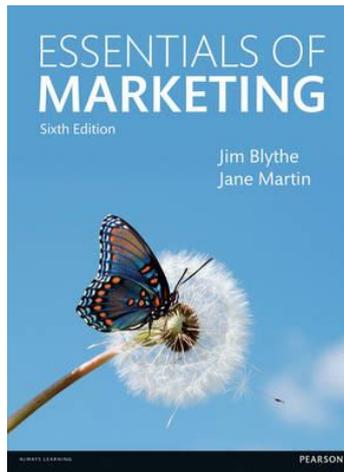


Book Review: *Essentials of Marketing*



Author: Blythe, J., & Martin, J. (2016).

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The “Essentials of Marketing” by Jim Blythe and Jane Martin from Pearson Education Limited is an essential book for all players in marketing field. The feature of this book is considered in terms of the authors simplify complexity substantial knowledge in marketing to all reader and marketer for applying in any circumstances of marketing environment. The book starts with basic concept of marketing concerning to the roles that marketers perform daily work. Then, the psychological factors in marketing such as consumer behavior, segmentation, targeting, and positioning are explained in the easy understanding by readers from all level of knowledge. The crucial influences on the decision to buy are presented as personal factors, psychological factors, and social factors. Then, the marketing technique for access to the customers are explained in detail, accompanied with some case study in Europe. Those techniques are segmentation, targeting, and positioning (STP). The readers can earn benefit by good experiences from simple explanation and appropriate examples before proceeding to apply for marketing activities in every occasion. In addition, the readers who have less experiences in marketing can learn all marketing activities concerning to marketing mixed like product, price, place, and promotion. The highlight of this book is not only its simplification for anyone to read, but also encourages the readers in term of critical thinking. Every chapter provides some part to practice for critical thinking that will connect between various marketing functions. Moreover, the important issue in current business today is presented. The sustainable marketing is mentioned. Currently, the marketing aspect has been undergoing some rapid growth of new technology in communication which finally affect marketing technology. Therefore, every readers will have experiences in marketing connect from nowadays to the future.

In conclusion, the book suits for any audiences who have little experiences in business and marketing to understand the holistic picture of marketing. Therefore, everyone who come from other areas can become marketer and overcome any problems in their marketing task. Moreover, the book inspires any audiences to develop their knowledge to marketing creativity behaviors, which is the purpose of authors.