



**Technology and Marketing Strategy.** Amitabha Ghose (ed.). The Icfai University Press, 52 Nagarjuna Hills, Punjagutta, Hyderabad 500 082. 2007. 261 pp. Price: US\$ 18.

This edited book deals with new technology in marketing, viz. information and communication technology (ICT), radio-frequency identification (RFID), wireless technology, nanoscience in the first section, and marketing and proactive strategy, viz. on-line marketing, intellectual property, mobile marketing and tourism marketing in the second section. The topics are new, upcoming, and relevant areas. The book also gives two case studies which are related to the subject, one on e-Commerce and the other on an innovative rural mall, which are also contemporary in nature.

The impact of ICT, RFID, wireless, biotechnology, nanotechnology, broadband technology and materials technology is covered in the book through 11 articles and two cases. Technology is fast changing and though the items discussed in the book are of current relevance, the book may require frequent revisions as technology changes and innovative applications are a continuous phenomenon. Hence this needs to be discussed in conjunction with the technology life cycle, the same way we discuss the product life cycle. It is required to identify the technology forecast for the future and marketing strategies need to be developed for the future technology. The strategy should effectively utilize the change in technology to derive maximum benefit.

The article on new technological impact convinces one that RFID is definitely the technology which can track real-time customer information, which is vital in marketing. However, it does not provide much information on the feasibility of reducing the cost of this technology and how to use the data captured effectively,

so that the technology justifies its cost. Marketing of nanotechnology products applications can be given, as is given in the case of materials technology. The discussion on proactive strategy is good.

The article on the history of IT is a detailed literature review on the subject, wherein the author has tried to combine many viewpoints put forward by various researchers. Also, it covers the role of ICT within marketing using a framework for ICT which is relevant.

The article on RFID discusses the issue in the Irish context, which is interesting and relevant. It would be more appropriate if a case study of RFID with respect to India had been discussed. The discussion on RFID implementation is good; of course, readers will be more curious to know regarding its innovative applications.

The article on wireless technology gives a realistic picture of the wireless environment. What needs to be addressed is how the customers will react to such technology and it will be interesting to discuss, especially from the marketing strategy point of view.

The article on nanotechnology discusses its societal impacts in detail. The article though not relevant in the marketing context, is relevant in the technology context. This is an upcoming area and the relevance and linking of this discussion in the context of new technology in marketing needs to be addressed. The questions on how nanotechnology and marketing are related and how this technology could be effectively used in marketing remain unanswered.

The article on on-line marketing is a discussion on on-line marketing tactics, which is supported by an exhaustive survey. It discusses the important issues relevant to on-line marketing. It would have been more useful if the article had addressed in detail the effective implementation of business to customer concept on-line. Also, in addition to the direct capturing of information as discussed in the article, on-line marketing has scope for collecting information in disguise – that is, capturing information while a prospective customer is surfing.

The next article attempts to link the concepts of biotechnology, IPR and globalization. Though the article is informative, the question here is, in what way the subject matter of discussion is relevant to proactive marketing strategy.

In the next article, the terms mobile marketing and advertising are discussed and differentiated and a new term is con-

ceptualized, which is mobile ad communication. The article is an interesting discussion on the subject. The concept is targeted towards mobile phone customers and an issue which remains unaddressed in the article is the tendency of mobile customers to resist commercial communication via mobile phones and the assistance provided by the service providers in achieving this. What is the way out for mobile marketers needs to be answered.

The article on creating value to tourism products is interesting and contemporary. It gives a good discussion on promoting tourism destinations using ICTs. It also gives examples of application of this technology, which provide the readers with a good understanding and grasp on the subject. The adoption of ICT by individual tourism firms for destination management is not discussed in detail and hence there exists a lack of relevance. The tourism networks could be effectively utilized for marketing, in particular for getting information regarding customer preferences.

The article on RFID in supply chain is definitely a subject of technology application in marketing. The subject has been discussed effectively in the article. Innovative applications of RFID in marketing are an unexplored area and can be utilized for making forecasts related to customer preferences. RFID is definitely a breakthrough technology as far as its application in marketing is concerned, especially in distribution and logistics. The article discusses in detail the technology behind RFID. Case examples on RFID application can strengthen the advantages claimed in the article.

The number of cases (two) discussed to substantiate the subject though less, gives more insight into the topic of the book. The case on Kalahari.net is a classic example of how an organization can identify key characteristics of its operations which have led to its success. The case on E-Choupal by ITC is another good example how ICT has been effectively utilized for attracting rural customers and suppliers. Similar innovative initiatives by any other organization are hard to see. Overall, the edited book merits quick reading.

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