



### **Internet for Everyone**

*By Alexis Leon and Matthews Leon, Vikas Publishing House, 1997, Price : Rs 128*

This book is addressed to the general users of the Internet in India through the public Internet access provider VSNL. It is a well written and well organised book that meets the needs of general users admirably well. The language used is simple and straight, making it accessible to readers with varying ability.

Internet being a vast subject that is continuously changing, all that any book can give is an introduction. Once a reader gets on to the Internet, he/she will pick up many more details, programs and skills by accessing it often. Moreover, the book under review provides pointers to many such resources.

The self-contained chapters have been thoughtfully organised. The glossary clarifies acronyms which qualify as Internet jargon.

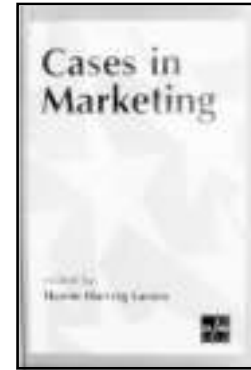
Any book intended for a wide audience suffers from its consequent inability to do justice to all areas. This book is no exception. Again, the ordering of the subject and the introduction of the terminology is not always consistent. For instance, a lay person will find terms like *TCP/IP* used in several places in the first five chapters and will get to know what it means only in the sixth chapter. The authors could have talked about other Internet access providers, particularly ERNET (Educational & Research Network) that brought Internet access to India way back in 1986. VSNL's Internet operation started only in 1995. Even in the appendix on Internet evolution, the growth of Internet in India has not been addressed. Similarly, the Internet explosion among corporate users, software developers and so on could have been discussed.

However, such shortcomings are inevitable when dealing with a vast subject and addressing a general audience.

On the whole, the book is a welcome addition to the range of easily available books on the Internet, for an average user in India.

— S Sadagopan

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### **Cases in Marketing**

*Edited by Hanne Hartvig Larsen, Sage publications, 1998, pp : 205, Price : £ 45 (cloth), £ 16.99 (paper)*

Enhanced technologies, changing consumer behaviour, liberalised policies of nations and the commonality of needs and wants across several countries are just some of the factors which have given an impetus to globalisation. Coca Cola, McDonald's, Mercedes Benz and Rayban are some of the global brands which have found acceptance in several markets. The concept of globalisation has been viewed differently by different experts in the field. Theodore Levitt of Harvard University is of the view that the world is becoming a common marketplace in which consumers, regardless of the country they live in, aspire for the same products and lifestyles. Gillette sells over 800 products in 200 countries. It uses different brand names for the same product in different countries. This view is different from the conventional belief that multinationals target the differ-