Marketplace Canada: Some Controversial Dimensions
By Stanley J. Shapiro and Louise Heslop
(Toronto: McGraw-Hill Ryerson Limited, 1982, 301 pp., $11.95)

Professors Shapiro and Heslop's goal in compiling this book of commissioned articles was to make more accessible to students and teachers of Canadian marketing a body of material which would facilitate discussion of the relatively new pedagogical areas variously described as "Marketing and Society," "Consumerism," "Marketing and Public Policy," and "Social Issues in Marketing." Their intention was "to focus on nothing less than the politics, the pluralism, the conflict, even the confusion that characterizes marketing's role as a set of activities both influencing and influenced by the social and political structure of Canadian society" (p. xii). In addition, they wanted to include the easily available substantive material as well as the ephemeral materials which surround such types of public policy debates including newspaper stories, submissions to government inquiries, and other information often critical to understanding the outcomes of these types of problems, but because they are not widely published, are not easily accessible after the fact.

They have succeeded admirably with few reservations. Each of the articles, written by a selection of Canadian marketing academics, is of the right size to adequately fill one class period. The issues are topical, and most are still in the process of evolution so the book should not be rapidly outdated.

The book is composed of 12 articles, four in each of three sections entitled Consumer Issues and Grievances, Industrial Organization and Market Structure, and Politics and Pluralism in Distribution. These section headings are somewhat arbitrary, as each of the issues is not clearly in any particular area. Under Consumer Issues and Grievances are articles concerning TV advertising to children, the consumer activist fight with Ford Motor Company of Canada over prematurely rusting automobiles, advertising and women, and consumer protection in British Columbia. Section II has articles about a battle for the take-over of the appliance division of Westinghouse Canada Ltd., a Royal Commission on trade practices in the Ontario grocery industry, a proposed merger of two large department store chains, and an article contrasting the positions of manufacturers and consumers regarding Canadian competition legislation. The final section, Politics and Pluralism in Distribution, contains articles on Canadian transportation policy, a controversy surrounding introduction of electronic checkouts, taxation of advertising, and an Ontario Royal Commission on electric power.

The articles present an adequate description of the issues and the opposing viewpoints so that little, if any, additional material is needed for a complete discussion of an issue. The volume stresses the complexity and conflicting positions on the issues taken by the various governments, businesses, consumer groups, and other interest organizations involved. If there can be any criticism of the book it is that while it has neither an antibusiness nor an antiregulation bias, neither is there an in-depth analysis of the distributional effects of a decision on the various parties. That is, in many public policy decisions consumers end up paying large prices for ephemeral benefits, and the costs of benefits are difficult to ascertain. Slightly greater analysis would serve to sharpen the issues.

A serendipitous outcome of this collection of topical Canadian macromarketing issues is the compilation and distillation of the essence of the debates on public policy issues available only in the elusive newspaper reports and Royal Commission submissions so important and, in the case of Royal Commissions, so much a part of Canadian governance. This makes the book uniquely Canadian in its character as it displays the wider acceptance of government participation in economic matters than is the case south of the border. It also serves as a documentation of some of this material for policy researchers.

While the content is truly Canadian, the issues and their treatment could provide perspective for similar courses in the United States and Western Europe. For teachers in those countries looking for nicely packaged, complete material to fill a one- or two-hour discussion class, this source should not be overlooked in spite of its Canadian content. As some of us who use A Shirt for Juan Navarro as a case to discuss consumer behavior problems outside of our own cultural context, an in-depth analysis of the distributional effects of a decision on the various parties. That is, in many public policy decisions consumers end up paying large prices for ephemeral benefits, and the costs of benefits are difficult to ascertain. Slightly greater analysis would serve to sharpen the issues.

This book is highly recommended as a teaching tool in Canadian courses in marketing and public policy. Shapiro and Heslop saw a need and filled an important gap.

J. D. FORBES
University of British Columbia

Theory Construction in Marketing: Some Thoughts on Thinking
By Gerald Zaltman, Karen LeMasters, and Michael Heffring
(New York: Wiley & Sons, Inc., 1982, 209 pp., $29.95)

After a period of quiescence, marketing theory has reemerged as an issue of popular interest to the marketing discipline. As this interest grows, numerous publications are becoming available. Theory Construction in Marketing: Some Thoughts on Thinking is the second book in the Wiley Theories in Marketing series (the first was Bagozzi’s Causal Models in Marketing (1980)). Zaltman, LeMasters, and Heffring (ZLH) offer an "interesting" book that focuses more on the context of sci-
The book offers, to both academics and practitioners, a variety of ideas and methods for creating marketing theory.

As the subtitle suggests, the contents of this book are somewhat exploratory. ZLH note that their reviewers were curiously divided in their reactions to the book. Some found it "defensively simple and easy," while others thought it too "demanding." One’s background in marketing theory and the philosophy of science and one’s thinking style will strongly influence a person’s reaction to this book. At the minimum, it should prove thought provoking.

The first chapter presents two points of view on science. ZLH argue that marketing thought is dominated by "traditional science." The methods of traditional science are characterized in principle by the dispassionate, unbiased formulation and testing (disproving) of hypotheses in ways that may be easily replicated, such testing procedures and outcomes being communally available. They contend that marketing has largely ignored contemporary science which emphasizes the human or social dimensions of knowing by holding that "science is neither dispassionate, unbiased, value free, nor always open." ZLH believe that both points of view should be used. The chapter offers a variety of ways for breaking down barriers to creating generative theories and closes with a discussion of the practical importance of theory building to practitioners and academicians.

Chapter 2 expands on the notion of "being interesting" that was originally espoused by Zaltman and Lawther (1979) at the first AMA theory conference. An "interesting" theory is one that transcends the "taken for granted" world, has practical applicability, and challenges firmly held assumptions. Chapter 3 examines the philosopher’s view of causality and then examines several issues concerning causal statements. The chapter closes with a framework for the relevance of causality to marketing.

Chapter 4 develops the basic ideas of concepts, propositions, and theories as "thinker toys." Chapter 5 discusses deductive and inductive thinking. ZLH contend that much creative thinking is the result of the nearly simultaneous use of both deductive and inductive thinking.

Chapter 6 presents the technique of constructing "theories-in-use." As an alternative to other methods of generating theories, theories-in-use assumes that people intuitively develop theories about their own behavior. Using this technique requires identifying appropriate theory holders and then carefully identifying and measuring the characteristics of the theories-in-use.

Chapter 7 stresses the importance of frames of reference in determining a person’s orientation, conceptualization of problems, and possible solutions. It also examines seven different reality tests that people employ when deciding whether or not they believe something.

Chapter 8 examines several well-established philosophy of science criteria for evaluating theory. In addition, several non-traditional evaluative criteria are offered. The reader is offered a recent Journal of Marketing article by Stern and Reve (1980) as an appendix with which to apply these evaluative criteria.

The final chapter is a brief "commencement" that reviews the major ideas presented in the text and then presents four issues that the authors believe were underdeveloped in the text. As an example, the authors briefly ponder the possibility (suggested by Theodore Levitt) that thinking about theory might actually inhibit creativity rather than enhance it as the authors have assumed in writing the book.

Many aspects of this textbook are laudable. Most importantly, the authors’ objective of writing a text that is accessible to both academics and practitioners has been accomplished rather well. The chapters on being interesting and on theories-in-use are particularly thought provoking. Most of the exhibits, diagrams, and tables are quite useful. Tables 2.2 and 2.3 on the categories for studying the interestingness of propositions are of note. The humorous exhibits on salt passage research, Mark Twain’s experimental research on the religious preferences of ants, and research on whether chickens have lips are delightful.

Some aspects of the book are distracting. The explanations are loosely constructed in several places. As an example, the commentary on theory discussion on pages 95–96 was rather vague. This is perhaps appropriate for a book that seeks to broaden the perspectives of its readers. However, I wanted more specific, more declarative explanations to clarify the authors’ meaning. Also, I wanted the authors to expand their "interesting" discussion of contemporary science. One other distraction was the mention of theory-in-use at several points in the text before it was explained on page 98.

At a less significant level, the referencing in the book was occasionally weak. Several examples and assertions deserved references. Was the exhibit on "do chickens have lips" excerpted from another publication? Also, I am not a fan of cartoons in textbooks. As a final quibble, the index that Wiley prepared is weak if Zaltman is not included in it (despite the inclusion of several exhibits from Zaltman, Pinson, and Angelmar 1973).

Theory Construction in Marketing: Some Thoughts on Thinking should be considered for adoption by any marketing professor teaching graduate students. It will be of special interest to those teaching doctoral theory courses. Many marketing theory professors are currently using Hunt’s Marketing Theory (now in its second edition, 1983), which focuses on the context of justification and is philosophically quite divergent from the ZLH textbook. If it is possible to require two textbooks (in addition to the extensive readings that most professors require), I recommend using both the ZLH and Hunt books. Together they will be challenging and provocative. If a two-book combination is not possible for the doctoral theory class, I recommend requiring the ZLH text for an earlier graduate class.

Early introduction of the discovery issues developed by ZLH would be beneficial to many doctoral students. Most marketing faculty will find this book interesting, and marketing practitioners should also find it of considerable interest. If you have more than a mild interest in marketing theory, the ZLH book should be part of your personal library.

RAYMOND P. FISK
Oklahoma State University
Stillwater

REFERENCES


140 / Journal of Marketing, Winter 1984
RECENT RETAILING TEXTBOOKS: A COMPARATIVE REVIEW

One indication of the growth of retailing courses in colleges and universities is the increasing number of texts directed toward the first course in retailing. This review evaluates seven recent additions to the growing list of texts for the introductory course in retailing. The seven selected textbooks are:

- **Bellenger, Danny N. and Jac L. Goldstucker (1983), Retailing Basics, Homewood, IL: Richard D. Irwin, Inc., 401 pp.**

This collection includes two totally new books, two second editions, two third editions, and one "senior citizen," a tenth edition. In evaluating these texts the following procedure will be used: Each will be briefly described as to its intended purpose, audience, approach, and organization. Any special features will also be noted; and the format developed by Lusch (1979) will be used to evaluate the content. The subject matter is divided into three basic areas with subtopics under each major heading. These are:

- **Planning and Control** (environments; location; planning, organizing, and control; information systems; and financial/accounting aspects)
- **Buying and Selling Merchandise** (buying, inventory, credit, price and markdown, and advertising/promotion)
- **Store Operations** (handling merchandise, security and theft, space/layout/design, personnel, and customer relations).

Table 1 provides Lusch's ratings, which will be used on the 15 standard retailing subject areas.

**Arnold, Capella, and Smith**

The focus of this text is on retail decision making, using a strategic framework to integrate traditional retailing topics. This book should have a fairly wide appeal. Students with adequate but limited business and marketing backgrounds, students with more extensive marketing educations, and students with general knowledge can all benefit from this book on their own levels. It will be especially useful to them as they work to improve their planning and decision-making abilities.

The text is organized around a retail decision-making model. Beginning with chapter 3, each chapter is devoted to a specific part of the model. Basically, the text takes the student through the entire planning sequence, from identifying a retail mission to completing and controlling the finalized retailing mix.

Special features of the text include "Strategy in Action" inserts in each chapter, designed to acquaint the student with solutions employed by retailers in developing strategies. In addition, minicases are used at the end of each chapter, with comprehensive cases positioned at the end of the textual material. Further, learning exercises are placed at the ends of most chapters. This text is especially suitable for the retailing or