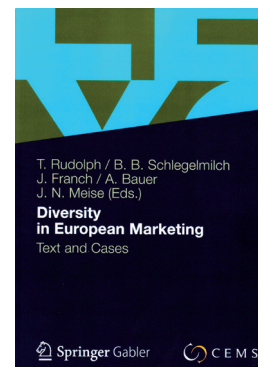


## BOOK REVIEW:

**DIVERSITY IN EUROPEAN MARKETING**

**T. Rudolph, B. B. Schlegelmilch, J. Franch, A. Bauer, J. N. Meise (Eds): Diversity in European Marketing. Texts and Cases.**

Wiesbaden: Springer Gabler, Gabler Verlag, 2012, pp. 273.  
ISBN 978-3-8349-1420-0.



The case book “Diversity in European Marketing” is the result of scientific cooperation of the CEMS Marketing Faculty Group. Prestigious Central European Universities - Corvinus University of Budapest and the University of Economics, Prague - are members of CEMS - the Global Alliance in Management Education of 26 leading business schools and 70 multinational companies. Four authors from these two universities share their experience of Central European Marketing specifics in this book.

The topics are grouped into three main parts. The first part focuses on demographics and managing structural diversity in Europe. The second part deals with acknowledging and managing diversity in consumer behavior in Europe and the third part is devoted to diverse European marketing environments.

The first chapter “Migration and Minorities in Europe” shows the case study of Deutsche Bank’s subsidiary Bankamiz and the fast food chain KFC in France. Both the ethnic marketing and acculturation process are applied in this chapter.

The second chapter illustrates the challenges linked with the fight against social isolation of elderly consumers. The case of Bazile Telecom is offering simple communications solutions to this specific target group.

The third chapter, written by authors of Corvinus University of Budapest, is titled “Changing Media Regulation in Europe: VIASAT3 in Hungary”. The authors explain how to deal with changing media regulations. The case of the TV station VIASAT 3 in Hungary illustrates the situation well.

The fourth chapter concludes the first section. It is based on the specifics in management of early and mature markets showed on the case of the banking industry and experiences of the UniCredit Group.

The second part of the case book demonstrates the diversity in consumer behavior in Europe.

The fifth chapter “Nostalgic Branding in Central Europe”, is written by Petr Král, a Senior Lecturer at the Faculty

of International Relations, University of Economics, Prague. The author refers to the context of socialism when brands did not have a marketing value but served more as generic names of companies. After the fall of the Iron Curtain, the brand Kofola (socialist version of coke) almost disappeared from the market. The comeback of Kofola started in 2000, when a Czech private company acquired the license for the drink. A TV advertising campaign was used to communicate the brand values, mainly tradition to Czech consumers. Today, Kofola is the most popular Czech brand and a strong competitor of global brands Coca-Cola and Pepsi-Cola due to the very successful usage of Nostalgic and Retro Marketing. The article also presents the situation in East Germany with its “Ostalgia”. The Ostalgia trend in East Germany was driven by elderly consumers, which makes it difficult to sustain. In Czech Republic, the main competitive advantage of local brands was, according to Král, their lower price. But there is also an example of a Czech watch company PRIM, which shows a good example of repositioning of a local brand into premium brand.

The sixth chapter is about the history and challenges of the German hard-discounter Aldi in the United Kingdom. The seventh chapter “Private Label Strategies in Europe” is illustrated by insights into the private label strategy of the Belgian supermarket distribution chain Delhaize and the last chapter of the second part “The Consumer as a Co-producer and Prosumer: Convenience Food Marketing” shows how the Norwegian food producer Toro empowers its consumers to become co-producers of their convenience food by using the so-called I-made-it-myself-effect.

The third part of the book illustrates how to respond to diverse marketing environments and how to manage such diversity.

The ninth chapter shows why companies are, now-a-days, often using clusters managed by regional headquarters.

The tenth chapter deals with managing consumer experiences and provides two cases on design as a solution for transformation. The eleventh chapter “European Market Entry” is illustrated by the case of the Swedish market leader in dairy farming DeLaval. The twelfth chapter “Growing with the Wind: the case of Vestas” addresses the important issue of renewable energy, and provides the case of the successful Danish firm.

The book “Diversity in European Marketing” offers a non-traditional issue-centered perspective to European marketing by addressing up-to-date issues and challenges for marketers through short cases and relevant received theory. Focusing on some of the key challenges faced by managers charged with

developing pan-European marketing strategies, marketing problems are placed into the context of diversity. The book is highly relevant for executive education and managers willing to understand the European business realities.

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