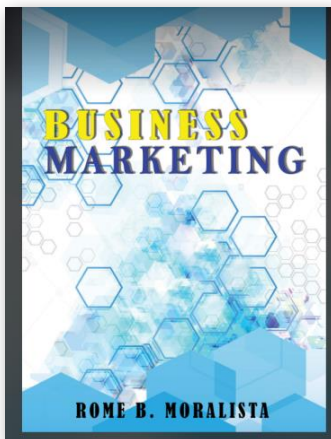


Book Review: Business Marketing

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Book Title: Business Marketing
Author: Dr. Rome B. Moralista
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Dr. Rome B. Moralista “Business Marketing” is a comprehensive textbook written by Dr. Rome B. Moralista that introduces senior high school students in the Philippines to the world of marketing in a business context. The book is designed to provide students with a foundational understanding of the key principles, strategies, and tools used in business marketing. The author starts by defining business marketing and differentiating it from consumer marketing. The book covers a wide range of topics, including market segmentation, product development, pricing strategies, distribution channels, and promotional tactics. Throughout the book, Moralista provides real-world examples of businesses that have effectively implemented these marketing techniques. One of the strengths of this book is its clear and concise writing style. The author uses simple language and avoids technical jargon, making it easy for students to understand the concepts. The book also includes case studies and review questions at the end of each chapter, which provide students with an opportunity to apply what they have learned and test their understanding of the material. Overall, “Business Marketing” is an excellent resource for senior high school students who are interested in pursuing a career in marketing or business. The book is well-organized, easy to read, and provides a solid foundation for further study in this field. I highly recommend it to any student who wants to learn more about the exciting world of business marketing.