

Book Review '9 Naga Pemasaran' (Malay Version)

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Book Review

Marketing knowledge is a knowledge related to how to attract customers to buy our products and do not buy a competitor's product. It is important to entrepreneurs. Entrepreneurs are from various backgrounds. The book is written in a way that is easily understood and read by entrepreneurs of all backgrounds. In nine Dragons Marketing concept, there are nine key elements to be submitted for marketing tips for entrepreneurs. Nine of these elements are considered to be the essence of marketing. Entrepreneurs can use the nine essential elements of this in their marketing plans. In this book, the author attempts to use the symbol of strength and prowess formidable dragon as a symbol of the power of nine elements that were selected for marketing practiced by entrepreneurs in their business.

Many people talk about marketing. There are many theories associated with marketing. Some consider marketing strategy is how to run a business selling products that they produce. Actually marketing purposes are broader than that. Marketing is an ongoing effort and strategy to ensure that the product or service purchased by the customer to ensure that product or service can meet the customer's wishes. It should be conducted in a way that is different and better than what is offered by competitors. Marketing is an important element and into the heart of the business. If entrepreneurs use the wrong marketing strategy, they will face the risk of goods cannot be sold, the results are not as expected and at worst, a loss.

First Dragon associated user or customer. In marketing, the important thing is to produce or sell the product as required by the user or customer. Successful entrepreneurs understand what the customer wants. The first Dragon explained how we can know the will of the user, either directly or indirectly. Also included how Japanese companies identify products that are favored by different customers using Western research methods.

Second Dragon is the basic thing in marketing. In making any action, we need to think about all the things that are in an environment that will be affected by our actions. The same goes for business. There are various things that can give or receive an impression of our business such as the industry, the economy, politics, government, NGOs, media, nature, technology and people. All of these things lead to two major effects of chance or a threat. In marketing there is a method called marketing mix. It is commonly referred to as the 4Ps

namely product, pricing, distribution and promotion. As for service-oriented business, it includes 7P, plus three additional P namely the process, the worker and the physical evidence. Third Dragon touching an entrepreneur's way to practice a combination of marketing. In case of entrepreneurs successful in developing strategies that include all 4Ps, then it is said to be a marketing strategy.

Fourth Dragon explain what exactly a quality and how we want to choose the best quality of products or services that we produce. We also discuss how best to choose the appropriate level of quality. In marketing, the entrepreneur must ensure that they can meet the needs of customers at low cost. This is associated with Fifth Dragon of efficient and effective. The fifth Dragon also discusses the concept of productivity. If the concept is practiced properly, it can reduce labor costs, while also reducing the price of products or services offered. When we reduce the price, then it meets the concept efficiently. All entrepreneurs aspiring that the product or service they are selling get the attention of customers. In Sixth Dragon, a number of suitable methods are discussed for entrepreneurs creating abnormality on their products and services compared to competitors.

Competition cannot be separated from the business. In fact, competition is one of the things that concern entrepreneurs. Failure to deal with competitor's problem can bring down a business. Seventh Dragon discusses the types of competition that exists in the industry. It also discusses regarding actions to be carried out to competitors. Eight Dragon is the element of surprise that is important to attract the attention of customers. In the Eight Dragon stated several methods for making customer pleasantly and surprised. Ninth Dragon is about customer service. It is key to the success of giant companies that managed to penetrate the world market such as McDonald's, KFC and Hilton Hotel.

In this book the author use many concepts and ideas from Sun Tzu who was a Chinese war strategist in the feudal era. Modern experts and scholars take warfare strategy advocated by Sun Tzu and translated into business strategy and employment. The author also takes referrals from other writers whose their books using the application of Sun Tzu in the business. This book is neatly stacked, so knowledge sharing is not as complex as taught in universities. This book must be read by a company's strategic planners, managers, marketing officers and entrepreneurs.