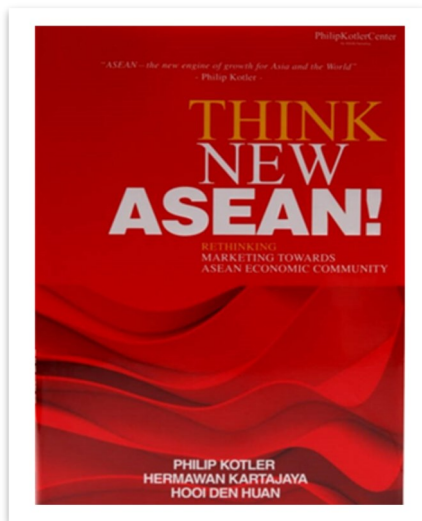


บทวิจารณ์หนังสือ (Book Review)

Sida Sonsri*

Kotler, Philip; Kartajaya, Hermawan and Huan, Hooi Den. (2015). *Think New ASEAN: Rethinking Marketing Towards ASEAN Economic Community*. New York City: McGraw-Hill, 247 p.



The objectives of this book are to provide perspectives on how the business can rethink their marketing when ASEAN Community was established and get examples of some business sectors which are successful in Southeast Asia Region. This book is written for business people and marketers who want to understand the forces of change and impact of globalization and regionalization on the market (p. xiv) It consists of 9 Chapters. Chapter one describes the new ASEAN Business that changes the landscape of business

after the ASEAN Community was established. That is the rapid change of technology. ASEAN has to think globally than internal the region. Regarding the communication technology, the digitization of information facilitates the widespread dissemination of information, ideas, and public opinion (p.4). This is beneficial to ASEAN as a whole. Most importantly, the authors suggest that ASEAN should be ready for the external forces. Business has to move from being product-centric to being customer-centric.

Chapter two focuses on the impact of globalization which force ASEAN to change. Many internal factors affected ASEAN to change, such as advancing of technology, policies of each country, legal frameworks, economic development, socio-diversity and the driving forces of the external factors in order to do the business with the region. The authors also mention Globalization Change Agent, Globalization Paradox in ASEAN, Democratization and Political-Legal Challenges, Democratization and Economic Challenges and Diversification and Socio-Cultural Challenges (pp. 26-43).

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Chapter three emphasizes on the future market of ASEAN as an organization and as a community. As an organization, ASEAN was described since the established in 1967 with 5 members, namely Indonesia, Malaysia, the Philippines, Singapore, and Thailand. Brunei joined in 1984. After the Vietnam War and after the Cold War in 1989 ASEAN have become more integrated in the region for economic cooperation with intra-ASEAN. This is the result of including 10 members in the region. In 2015 ASEAN was established the ASEAN Community due to the changing of globalization. ASEAN have to change from within to react the external factors in the 21th century. There are some problems among the 10 countries because the region is diverse in its cultures and customs, different stages of economic development and readiness to integrate globally. (pp. 49-67).

Chapter four indicates how to win customers and fight competition. Positioning, differentiation, and branding are the three focal points in building successful organization with the interesting figure (p. 84).

More figures of business competition in the region are presented for business in ASEAN for surviving. This Chapter concludes by targeting the heart of every business, how to win the customers and to fight competition which leads to Chapter 5-9.

Chapter Five presents the excellent examples of companies which have successfully used the Positioning-Differentiation-Brand Triangle as their winning formula, Figure A (p. 84), such as Bank Rakyat and PT Semen in Indonesia, National Book Store, SM Supermalls and Jollibee in the Philippines, Thai Beverage, Mitr Phol, Oishi Group in Thailand, Wrap&Roll and Trung Nguyen Coffee in Vietnam, BFM in Malaysia, etc. Those companies are still working up to the present.

Chapter six discusses about the Local Champions Going to ASEAN, on how those companies determine on what valued will be delivered to its customers. Strategic marketing concepts are employed. Those organizations performed the actual delivery of value by carefully choosing the tactics of how its products and services could be received by its customer in order to go to ASEAN connectivity. There are about 18 companies have capacity to run the business in ASEAN

Chapter seven presents the outstanding multinationals corporations that make the brand to reach out the young with new innovation, such as Apple, Samsung, Huawei, Kinokuniya and Ben&Jerry. Most importantly, those companies have differentiation, marketing mix and selling are components of the marketing target to capture market share. The nine core elements of marketing are analyzed in Figure A (p. 86).



Chapter eight and Chapter nine emphasizes on ASEAN Marketing in practice. The author mentions that, “Marketing in general about identifying markets and providing the most appropriate methods to optimize these markets. Marketing in summary is about creating, promoting and preserving a company’s most important value-its brand. (p. 185). The authors present the successful companies which have implemented strategy, tactic and value effectivity and have made remarkable gains from these approaches (STV) in ASEAN marketing.

Although this book was published in in 2015 during the ASEAN Community was established, it is very up to date in analyzing the companies at the present. It is more interesting if the authors analyze the ASEAN Community compared with the European Community of which ASEAN have learned its success of economic integration but it is not successful like EU. The reasons due to the differences between ASEAN and EU as following (Sida, p.18-19):

1. ASEAN is an inter-governmental organization with no pooling of sovereignty interest, while EU, in contrast, is a supranational organization with member countries agreeing on certain areas such as trade, and the exercise of pooling sovereignty by the European Commission on behalf of member countries.

2. EU agreed on the common currency called EURO with 19 of EU’s 27 members in the EURO Zone while ASEAN does not have a common currency though some of member states have tried to propose.

3. EU has a Parliament composed of representatives of member countries and has the power to legislate, as well as the power to veto budget and appointments, while ASEAN has Inter-Parliamentary Assembly which has duties only for coordination and exchange of ideas.

4. EU has a very powerful secretariat called the European Commission as the executive branch responsible for proposing

5. legislation, implementing decisions, upholding the EU treaties and managing day to day business of EU, while ASEAN secretariat plays the role only to issue an annual report of each member country.

6. EU decide matters by taking votes of weighted voting with different countries being giving numbers of votes. However, in the area of common foreign and security policy, decision is based on unanimity. On the other hand, ASEAN takes all its decisions by consensus though economic agreement can be adopted by majority votes.



These five reasons encounter the economic cooperation within ASEAN member states at the present. How can the authors analyze ASEAN's problems in economic cooperation and competition regarding their values of each country?

Lastly this book is suitable for the businessmen and entrepreneurs who do the business in ASEAN Community and those who study economic cooperation. Many figures are very well analyzed.

Reference

Sida Sonsri. (2019). *Regionalism in ASEAN Community*. Department of Southeast Asian Studies, Manipal University. Manipal: Imphal, 2019.