

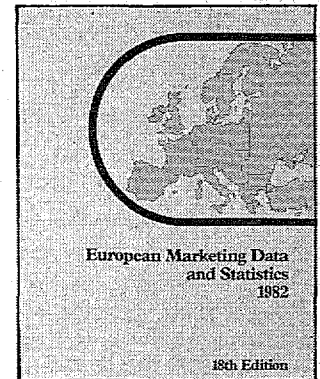
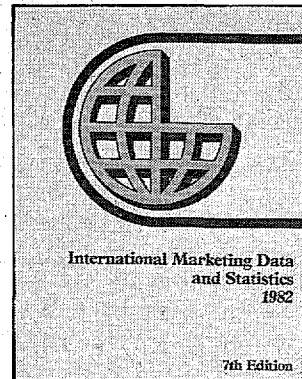
countries. For instance, the fact that Mexico has 16.8 million kilowatts of installed electrical capacity serving 70 million people becomes more meaningful if compared to Canada's 78.2 million kilowatts for 24 million people.

The researcher can use these volumes as an encyclopedic reference for specific information on economic activity in a particular market area, but also for a general impression of a particular country market, an outline of global or regional production of a commodity grouping, or an international comparison of socio-economic performance. Unfortunately, the books provide the researcher with a snapshot of the issue in question often two or three years out of date as the statistics are generally based on official government sources. To their credit, however, the Editors have in a number of cases provided their own estimates for the current year.

The main drawback to the material is that it rarely provides the user with a time series to permit an analysis of trends. A critical consideration in market research is rate of growth, and in many areas it would be necessary to have access to back issues of these volumes to permit historical analysis.

These volumes are useful, therefore, largely as a first step in the market research process — to provide an overview of the market in question and to determine whether there is a basis for proceeding further in more detail through other data sources. They amalgamate a large amount of publicly-available, but otherwise diffuse, information into a comprehensive format, thereby saving the researcher considerable time and effort. In a business environment time is money, and for many internationally-oriented firms the initial high cost of \$170 (US) per volume could be offset through regular usage.

International and European Marketing Data and Statistics might be particularly advantageous as a principal reference source to smaller firms or institutions that cannot afford elaborate dedicated research facilities or do not have convenient access to large libraries or data banks. They would also be useful to the executive who needs ready and easily available access to a wide variety of international



data. Both volumes could easily be carried in a normal size briefcase.

All in all, *International and European Marketing Data and Statistics* can be recommended to anyone who is able to rationalize their purchase price in terms of the opportunity cost of continuing to undertake equivalent research through more conventional resources.

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