



BOOK REVIEW

Book

International Marketing
Dana-Nicoleta Lascu
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Reviewer

Ven Sriram , University of Baltimore, USA
vsriram@ubalt.edu

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In response to the increasing cost of textbooks and their resulting impact, particularly on financially struggling students, individual faculty members and educational institutions have been seeking various solutions to ease the burden on these students. Some universities encourage faculty to explore open educational resources (OER). UNESCO, which adopted the resolution of OER in 2019, defines these as “learning, teaching and research materials in any format and medium that reside in the public domain or are under copyright that have been released under an open license, that permit no-cost access, re-use, re-purpose, adaptation and redistribution by others” (<https://www.unesco.org/en/open-educational-resources>). Individual faculty members, also aware of the impact of textbook costs on student access to materials, have experimented with course reserves, library resources, and materials licensed under Creative Commons, among other approaches. Another response comes from publishers such as Textbook Media, which offer low-cost textbooks in a range of disciplines. Their eBooks often cost below \$50 to students who buy directly from them.

This review assesses the value and quality of low-cost textbooks, with a specific focus on a global marketing book published by Textbook Media and intended for students enrolled in an elective international marketing class. According to their website, Textbook Media was founded by publishing executives and academics to provide affordable textbooks, thereby disrupting the traditional publishing model. Having used this book in my classes, along with other more traditional books published by big publishers in the past, I am quite familiar with it.

The International Marketing text by Lascu is now in its 7th edition, indicating that it remains a widely adopted text. Having used several other texts on this topic, this book compares favorably. It thoroughly covers all the standard topics, and each chapter concludes with a summary, definitions of key terms, discussion questions, and mini-cases. There are also true/false and multiple-choice questions (with answers) so students can check their progress. An international marketing plan template is provided, which is very useful for students if instructors use it as a term project. Understandably, given the publisher's low-cost focus, there are various options for format, ranging from the cheapest — a basic eBook version with 180-day access (but no printing) — to a more expensive color print version. Even the most expensive color print version is less expensive, if bought directly from the publisher, than books published by mainstream college book publishers. Study aid add-ons, such as lecture guides and mini

quizzes, are available for a fee. The instructor's manual provides detailed notes of each chapter and comprehensive answers to the end-of-chapter discussion and case questions. As a course primarily taken by seniors and/or graduate students as an elective, more comprehensive and detailed cases would be a welcome addition. Additionally, some interactive exercises and perhaps a simulation could be included to provide even more application practice for students. The edition has been updated to reflect the impact of the pandemic on global businesses. The examples and cases have been revised, and some new short cases have been added.

What my review of this text has shown is that the book compares favorably with other, more expensive texts I have used for international marketing classes. Although the production quality is not as polished as that of the full-cost books in terms of ancillary materials, paper quality, and color usage, the content remains valuable. It provides a broad foundational knowledge of the relevant topics. As I have often done, instructors can supplement the text with other OER, such as more comprehensive cases, readings, and material they can develop. Much of this material can be made available to students through the university library, which can obtain the necessary copyright permissions. All these initiatives will enable students to gain a deep understanding and absorb the material without undue financial pressure. Most students will appreciate that.

Reviewer



Dr. Ven Sriram (ORCID 0000-0002-8412-3360) is a Professor at the University of Baltimore, USA. His bachelor's and master's degrees were earned in India, and his PhD was from the University of Maryland, USA. He has been a Fulbright Scholar in Nepal, Turkey, and Russia and a Visiting Fellow at Cambridge University, UK. His research has been published and presented widely, and he has taught in Nepal, Turkey, Argentina, Mexico, Ghana, and Russia. He can be contacted at vsriram@ubalt.edu