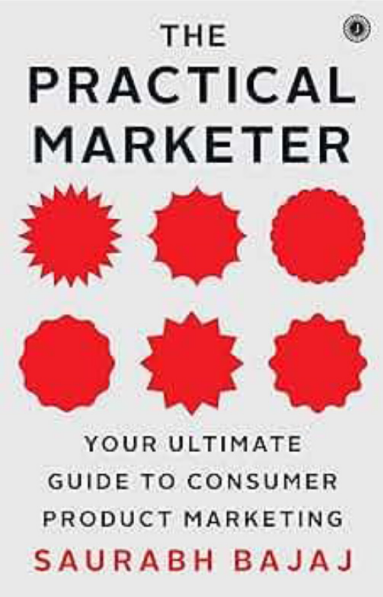
sdmimd
JOURNAL OF MANAGEMENT

DOI:10.18311/sdmimd/2026/46197



Book Review

THE PRACTICAL MARKETER - Your Ultimate Guide to Consumer Product Marketing

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The Practical Marketer

In today fast-paced business scenario, marketing has become more dynamic and evolving. The usage of technology in the marketing sphere has widened with digital, viral, growth hacks, AI tools, and performance dashboards. One can easily fall into the trap of thinking that these are all effective. The framework from Silicon Valley influences marketing in India. This framework is actually planned for the mature market; the case studies assume perfect infrastructure and anticipated consumer behaviour. With the digital platforms in place, brand building has become a simple process. In the Indian scenario, the conditions are different. There is more influence of the practical wisdom, *i.e* deeply rooted in market realities, resource constraints. The brand building in such a condition is puzzling. The need for valid, convincing Indian centric marketing information is always evident in this situation.

The Practical Marketer provides valuable insights for those who want to grasp effective methods in consumer product marketing. Developing a strong understanding of the consumer has become vital due to increasing competition. The book bridges the gap between practical field experience and managerial decision-making, leading to actionable solutions. It unfolds knowledge drawn from real-world experiences, enabling readers to relate tools and strategies to actual market situations. Additionally, it refers to realistic steps for using consumer behaviour data to create strong brand strategies, design efficient brand architecture, for produce profitable products and campaigns.

Saurabh practically unravels everything very much about laying down a strong base with the discussion of brand strategy fundamentals. The empirical approach adopted has given more emphasis on the business outcome, accountability, and market realities. An exclusive section for distinction between sales and marketing roles is provided for a clear understanding of the concepts. Saurabh sustains the interest at the onset by simplifying consumer insight, stating it as a deeper understanding of the world view; it starts with the life of the consumer and not the product and services.

The book also calls attention to building a branding strategy. A basic, strong branding strategy is that you grow the category, you steal market share. 'Thanda Matlab Coca Cola' or 'Britannia Khao World Cup Jao', these campaigns set the category growing as consumers understand them and then become a surrogate for those categories. The marketer's checklists provide a realistic take on the role of brand managers, illustrating it as one of a leader with cross-functional influence. Brand managers, in accordance with Bajaj's explanation, are not only in charge of setting the brand vision but

also transforming consumer insights into clear value propositions. The author stresses that finding the brand's purpose deeply moves your consumers and can build loyalty. An example of a purpose-driven campaign by a brand is the Jago Re campaign by Tata Tea.

According to Saurabh Bajaj the consumer insight usually refers to gaining a deeper understanding of the worldview of a consumer. It starts with the life of the consumer and not the product or service; meaningful marketing starts with deep consumer insight. Bajaj brings together consumer behaviour, segmentation, and immersion to show how marketers can move beyond basic demographics and develop a nuanced understanding of how consumers think, feel, and behave. Segmentation is the creation of clear consumer portraits. Saurabh affirms on identifying the consumer's "aha moment"- that defines insight that explains why a consumer connects with a brand.

In order to explain the brand positioning, a classic example of Parle G is referred as an economy biscuit brand aligned with attributes of value and nourishment, whereas Britannia cookies cater to the middle-income who seek variety and indulgence. Such cases explain the power of insights to lead to different brand roles even within the same category. Saurabh also distinctly points out the difference between consumer insight and brand insight and the way these two should be combined. To support his point, he says that a strong brand concept comes from converting consumer understanding into a focused, accessible idea. Kellogg's and its Chocos variant are the instruments to demonstrate category adaptation and product extension driven by consumption habits, whereas the universal insights like "happiness multiplies when shared" are becoming real through the campaigns of Cadbury, Coca-Cola, and Domino's. These examples highlight how potent consumer truths can even cross over to other categories when they are based on authentic insight.

Suarabh introduces the readers to the different kinds of thinking in the mindset of the people behind the building of some of India's most well-known brands. He explains that we as consumers are given not only the ideas but also the consumer understanding and the precision of the execution, which is the reason for the success of such campaigns, *e.g.* "The Cadbury Dairy Milk, where chocolate was repositioned as a modern-day meetha, neatly shows how deep consumer understanding can reshape habits and cultural norms". Brand architecture clarifies more than it appears; it shapes clarity and growth, not just aesthetics. Strategy is a bit uneven without activation- a good strategy must appear in campaigns, channels, trade, digital, and retail execution. The 4 ps: Product, price, place, and promotion continue to win when they are thoughtfully and consistently brought together.

According to Saurabh, building a winning product is all about experience. The marketer must understand the consumer psyche and consequently strengthen their offerings. The author discusses how product formulation, features, and quality must be set in consumer insight, not by internal assumptions. Consumer insights can help you improve your customer journey, from awareness to advocacy, by providing you with information about what consumers want and need at each stage of the journey. This information can be used to identify areas where your customer journey is falling short and unlock customer insights for products. Considering packaging as a science, as quoted in the book, creativity brings flair and provides a visual delight. Packaging is a relevant tool, not just a tangible unit; as a strategic tool, it serves as brand perception. Basically it determines the class of the product as economic or premium. The product experience and product evaluation play an active role in consumer preferences. Surabh quotes that the innovation should be that works-ideas that solve real consumer problems, enhance value, and are commercially viable. In a market like India, where the consumers are price-sensitive, they evaluate new launches very carefully. Therefore, Saurabh suggests implementing brand architecture; it is vital to analyse your existing product mix and current positioning. If consumers get mixed messages or unclear correlations among the family of brands, brand architecture negatively affects your organisation as it misleads and confuses the general public.

Saurabh is able to connect with his customers because, broadens discussion and analyses how marketing has

evolved and expanded across formats, channels, and markets. The author has a practical view of traditional and modern marketing practices, with a particular focus on the growing influence of digital marketing. With the changing consumer media habits, Digital marketing receives significant attention. Saurabh's insightful take on brand management offers a structured yet easy-to-understand strategy for marketers at all levels. The practical marketer delves into the practical aspects of how a brand manager should analyse the category, understand consumer behaviour, and identify growth opportunities to drive business success. The shift from mass media to digital and social platforms explains how data, content, and engagement now play a central role in brand building. Through practical examples, he illustrates how social media, online video and performance-led campaigns can drive awareness and consideration-when aligned with a clear brand idea rather than used as tactical add-ons. Beyond digital, the chapter highlights the influence of the point of purchase. The strength of the book lies in practical insight into shopper behaviour, retail environments, and in-store triggers that can significantly impact brand choice. The book also covers a wide spectrum of trade marketing elements, including distribution structuring, in-store visibility, promotional strategies, and the development of strong retailer partnerships. The author presents an actionable framework supported by practical mental models and guidance aimed at budding marketers and brand builders. Drawing on insights from international marketing, Saurabh also discusses the challenges of taking brands across borders, emphasizing the need to adapt brand propositions to local cultures and consumption habits while preserving a consistent core brand identity.

The author wraps up by adding that practical marketing scenarios are not simply the storytelling horizon but rather the strategic choices that led to valid managerial decision-making. This book is a good itinerary for professionals, academics, students and marketers as they chart their future journey in the evolving world of marketing. The book conveys a few simple yet profound truths by stating that meaningful marketing always begins with authentic consumer insight. It involves a deeper understanding of the customer-their mindset, behaviour, and buying patterns. The book leaves the reader by reinforcing with a clear takeaway that true marketing success is built on empathy, insight, and a genuine connection with the consumer.