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8. Table.
   All table form as an example. Table title is placed on the table with left justified; For example: Table 1. Production Data and Market Share.

Table 1. Production Data and Market Share

<table>
<thead>
<tr>
<th>Production Activity</th>
<th>Estimate</th>
<th>Actual</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Ingredient</td>
<td>445.000 Ton</td>
<td>340.000 Ton</td>
<td>23.60%</td>
</tr>
<tr>
<td>Product</td>
<td>422.750 Ton</td>
<td>323.000 Ton</td>
<td>23.60%</td>
</tr>
<tr>
<td>Market Share (%)</td>
<td>2004</td>
<td>2005</td>
<td>2006</td>
</tr>
<tr>
<td>X</td>
<td>30</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Y</td>
<td>35</td>
<td>30</td>
<td>25</td>
</tr>
<tr>
<td>Z</td>
<td>20</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

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   Writing the title of figures and graphics placed under the pictures with left justified.

Figure 1. Framework of Thinking
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In line with Markplus’s philosophy, this book covers four pertinent issues which are: foundation, theoretical aspects, practices, and several marketing case studies in Indonesia. These issues act as a vehicle for the marketers to be able to understand what is needed to be done as marketer to cope with current marketing challenges. Furthermore, as the author always emphasises, this book provides plus factors/values, especially for marketers. And this book definitely is for marketers and entrepreneurs.

There are Three Major Aections in this Book which are: Why, What and How.

The ‘why’ section, the author, which is interesting, tries to invite readers to look back in 1997-1998 when the traumatic economic chaos occurred in South East Asia, including Indonesia. The author also emphasises that current condition is not a crisis, it is more likely economic tries to find its equilibrium. The second section is the ‘What’ section, the author tries to engage marketers with the current situation. This section also describes shifting in customers’ behaviour, snob-smart-dumb-entrepreneur, which shows to the marketer that they need to act swiftly to be able to catch up with this shifting market competition. Metaphors seems like the author’ favour in bringing ideas to marketers, such as ‘riding the wave’, ‘overtaking at the corners’.

Furthermore, this section also emphasises paradox in the challenging times and customers lifestyle changes, the phenomenon of apple products, and enormous escalation of online transactions. The third section is the ‘How’ section, this part provides marketers with several theoretical aspects of marketing, such as segmentation, targeting, positioning; differentiation, marketing mix; brand theory. Moreover, the author also emphasises how to implement the theories plus several pertinent factors to provide ‘plus’ factors to
those theories. The highlights of this section are the formula for entrepreneurs, which are creativity = idea × implementation, the author describes that to be able to be creative, entrepreneurs need to put their ideas into reality. The other pertinent point of this section is the author idea in putting Human to Human (H2H) as number one approach to enhance relationship between business and customers. This H2H will provide more effective marketing strategy besides Business to Business (B2B) and Business to Customers (B2C) approach.

The Last Section is Several Sase Studies in Indonesian Businesses and According to the Author, these Businesses have Implemented H2H Approach to their Customers.

Overall this book is easy to read and provide clear description and able to provide marketer with theoretical and practice aspects to implement their marketing strategy in current marketing challenges. And last but not least in terms of the book’s contents, the ‘plus’ ideas is the highlights’ of this book play major roles in enriching this book.

Material wise, it is a sturdy book, it is hard covered, with eye catching Chinese words which are translated as danger and opportunity, and at a glance it will stimulate marketer who wants to explore marketing strategy using this reference.
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