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**JURNAL DINAMIKA MANAJEMEN**  
**FACULTY OF ECONOMICS**  
**UNIVERSITAS NEGERI SEMARANG**

Jurnal Dinamika Manajemen (JDM) is a journal published by Management Department, Faculty of Economics, Universitas Negeri Semarang. JDM publishes twice in a year (on March and September) consisting nine articles and accepting articles in the fields of financial, human resources, marketing, operation, strategy management and management information system with the standard of research method for publication. The articles can be written by researchers, academics, practitioners, and observers in the field of Management who are interested to conduct research in Management area.

**GENERAL GUIDE**

1. The article is original guaranteed by the writer and is not published by the other journals/ proceedings.
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3. The article is an empirical study. The sharpness of critically analysis and synthesis is much prioritized.
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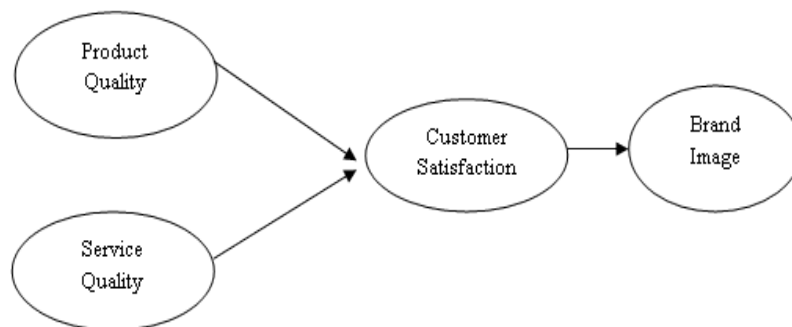
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1. The article is well-written in English. The writing of foreign language is italicized. Typed single space for the abstract, single space for content and single space for references. Written by font Times New Roman (TNR) 12pt size and indent for paragraphs is 1 cm.
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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

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

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



**Figure 1.** Framework of Thinking

10. The total page does not exceed 25 pages, including the references and appendices (if any).

## **B. The Article Systematic**

The article systematic includes: the title; the identity of the author (without a title); abstract; keywords; introduction, method; result and discussion; conclusion and recommendation and references. While discussion about literature review and previous studies included in the introduction or result and discussion.

## **C. The Article Format**

1. **Title.** The title must be interesting, specific and informative, which is measured by directness in writing.
2. **The author identity.** It includes the author's name (without the title), the institution, correspondence address, and the email.
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4. **Keywords.** The keywords should be written in English. Keywords should be chosen carefully and is able to reflect the concepts / variables contained in the article, with the number of three to six keywords.
5. **Introduction.** It is the state of arts of the research, which consists of the background of the study, the motivation of the study, the theories and the objectives of the study. It is written in the form of paragraph.
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**For papers in seminars:**

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Rozemeijer, F. A & Van Weele, A. J. 2005. Making the Most of Corporate Purchasing: Understanding Organizational Behaviour, in Calvi, R. and Merminod, N., *Researches in purchasing and supply management, Proceedings*. Presented at the 14th IPSERA Conference, Archamps, France. 893-903.

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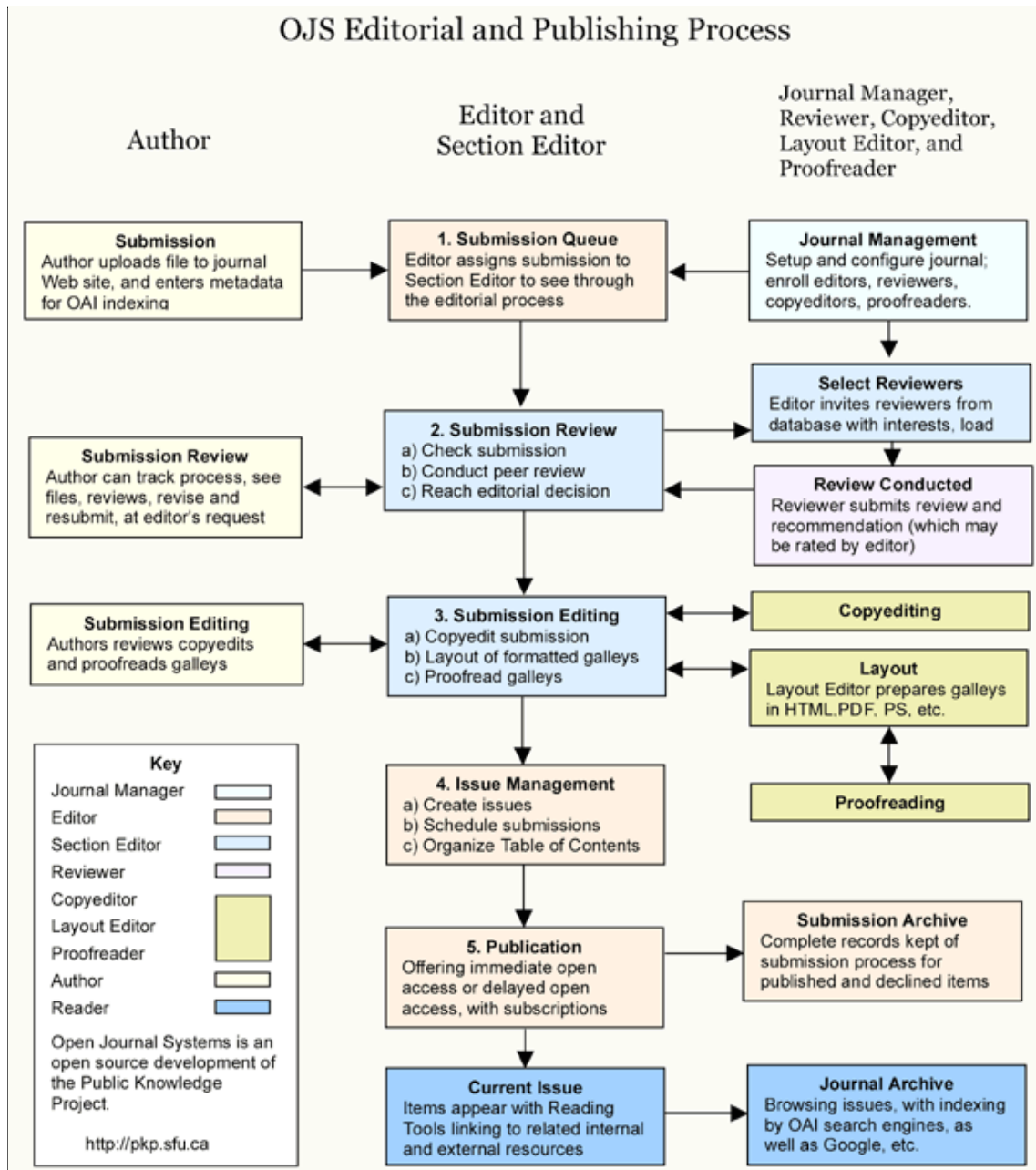
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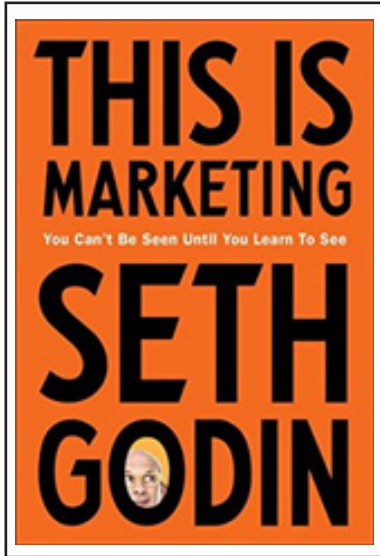
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## Book Review



Title	: This Is Marketing- You Can't Be Seen Until You Learn To See
Author	: Seth Godin
Publisher	: Penguin Publishing Group
Year	: 2018
Page	: 288pages
ISBN	: 9780525540830 (Hardcover) 9780525540847 (Ebook)
Reviewer	: Widya Prananta, Faculty of Economics, Universitas Negeri Semarang.

Seth Godin is the author of 18 international bestsellers who has changed the way people perspective in marketing. This Is Marketing is Seth Godin bestseller book in the New York Times and the Wall Street Journal. This book presents fascinating design through huge appearance title of the book “THIS IS MARKETING”, which means this book elaborate marketing management comprehensively and Seth Godin faces inside “O” letter on book cover implicitly symbolize that this book insightful tactics and strategies for the reader to delivering value to the customer.

This book presents a single-window package to understanding marketing, sales, and advertising in a concise, easily understandable. In addition, an interesting and relevant case study suitable for marketing is well provided to establish the reader with critical thinking. For instance, case studies include The Open Heart Project, Penguin Magic, VisionSpring — Selling glasses to people who need them, Stack Overflow is better, The Blue Ribbons, Robin Hood Foundation, Lions and Maasai warriors, Facebook and crossing the biggest chasm, No tipping at USHG, which serve pleasant marketing concept, no matter we are a small business owner, founder of a large company, or part of a company.

This book disassembles the marketing mindset to rejuvenate with a recent aspect of market advancement. Godin attempts to combine his marketing insight and personal observations. Some impressive parts that are revealed in the book, This Is Marketing, including, we are all marketers, and all of us can create better chances than we imagine. The most important concept of marketing is change.

This book also reveals that talented marketers employ marketing to solve problems through strategies based on empathy, connections, and work through emotional buyers rather than not exploit consumers to solve their problems. Marketing is not only a matter of looking for profit but also marketers must possess extra value to generate consumer purchase. The concept of thinking based on the previous explanation encourages the foundation to develop futuristic ideas and strategies. Another amusing aspect contained in this book is about the history and stories behind the scenes of famous business figures

as well as well-known companies in operating their large business. Through these stories, we can learn the value and strategy, therefore an inspiration in doing business will appear.

Overall, This Is Marketing Book is enjoyable to read for people who are interested in marketing due to stimulating reader to implement marketing strategies that suitable for recent circumstances. A fruitful marketing strategy should accompany with better services, a better community, and better results. This is Marketing, through this book you will recognize marketing job as adventure and art to sell product or service. Whatever product or service we have, this book assists in action how the product is offered to the world and makes it meaningful to the people who want.

The response of readers to this book is quite diverse, some are disappointed because they hope this book can discuss marketing strategies that close to the reality are real and applicable in the business. The book is admirable because presents the philosophy of marketing, gain insights from famous business people, as well as the thinking concept of marketing to stay updated with the recent condition. I strongly recommend this book to the readers who fond of marketing management with the latest philosophies and concepts.



## Back Issues

### Back Issues

*Jurnal Dinamika Manajemen*

*March 2010, Vol. 1, No. 1*

- ❖ Meningkatkan Kualitas Pelayanan Jasa Penerbangan Indonesia Paska Insiden Kecelakaan Pesawat Terbang—*Arief Yulianto*
- ❖ Dampak Diversitas Kebangsaan Anggota Dewan Komisaris dan Direksi pada Kinerja Pasar Perusahaan—*Ketut Arya Bayu Wicaksana*
- ❖ Evaluasi Kesuksesan Aplikasi *Knowledge Management* dalam Organisasi—*Sebtina Mulya Fitriasmii*
- ❖ Pengaruh *Right Issue* Terhadap Kinerja Keuangan Perusahaan—*Ibnu Khajar*
- ❖ Perilaku Konsumen Pengaruhnya terhadap Keputusan Menjadi Nasabah pada Kopwan Syari'ah—*Muladi Wibowo*
- ❖ Kualitas Jasa yang Mempengaruhi Loyalitas dan Relevansinya terhadap Kepuasan—*Siti Fatona*
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ISSN 2086-0668 (print)  
ISSN 2337-5434 (online)

