



BOOK REVIEW

TITLE: POWER OF A COMMON MAN

Author: Koral Dasgupta

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“Don’t underestimate the power of a common Man” is a dialogue most Indians are familiar with, if not all, at least those who watched the recent movie “Chennai Express”. People heartily cheered when the versatile actor Shah Rukh Khan, an acclaimed actor in Bollywood delivered the aforesaid dialogue on screen.

The fascination about Bollywood is seen and felt across the World transgressing territorial boundaries. Shah Rukh Khan is an integral part of Bollywood, a respected actor – an artiste par excellence. Many books have been written about the actor’s life. To name a few – “Shah Rukh Can: The Life and Times of Shah Rukh Khan”, “The Shahrukh Khan Handbook - Everything You Need to Know about Shahrukh Khan”, “Bollywood ke Badshah: Shahrukh khan” etc. However, amongst the selection of works authored on him, this book by Koral Dasgupta is unique. While the other books talk about the actor’s life, his evolution in the journey of acting and other facets of his life, the book “Power of a Common Man” essays and relates the various stages of the actor’s life, his career and personal choices to the complicated subject of marketing management. The interesting fact is that the author, besides being a Shah Rukh fan, also happens to be a marketing management

professor. Thus her interest in Shah Rukh and her knowledge of the subject enables her to pull together a book which beautifully explains the subject.

The book covers varied topics of marketing like consumer behaviour, branding, competition analysis, target marketing, psychographic analysis, cultural influence, consumer connection, motivation, perception, diversification, innovation, positioning, consumerism etc.

The book enumerates the making of the brand called Shah Rukh Khan, the movie choices made and its relevance to the market. The author brings about the comparison of actor with other contemporaries, the stiff competition faced, the strategies adopted by the actor to reign supreme has been brought about beautifully in the book.

A lot of importance is given to the advertisements and the brands endorsed by the actor. The greatest strength of the super star has been his mass appeal with the target audience irrespective of their age, gender or class. The significance of his appeal in the consumer market has been explained perfectly by the writer.



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The actor has always been very savvy in the choices he has made, including important strategic moves which have yielded him success. He has always managed to maintain his individuality and never attempted to copy any other personality. This trait is yet another feather in his already acclaimed cap. This comparison by the writer makes the readers ponder over the importance of strategic moves in the consumer market.

The family values and the choices of the actor have also been explained by the author. The actor's personal life is subject to public scrutiny as in the case of other popular celebrities. The book also highlights the importance of ethics of the companies. The highpoint of the book is the case study of the famous movie "Chennai Express", the work, the ideas, the difficulties, the advertising strategies used to publicize the movie has been well illustrated by the author.

The book has been cleverly designed keeping in mind the expectations of all kinds of readers. The pictures, photographs, the examples and the simple language used, render the book a must read.

The author being a teacher herself has understood the needs of all readers, including those with and without the knowledge of the subject and has explained all the concepts in a very subtle and simple manner. The book itself is a different venture as the entire subject of consumer behaviour is explained through a live example.

The only drawback found in the book were that some chapters were a bit too lengthy. The book

focuses entirely on the success journey of the actor, though in one chapter the controversies faced by the actor have been mentioned. Predictably, the difficulties faced by the actor have been almost excluded. Since the book compares the life of the mega actor with the market and marketing strategies and the reality of life is that the market is never free from difficulties and setbacks, a little detail about the drawbacks and the strategies used by the actor to combat it would have made the book even more relatable.

The author's innovative analysis is divided into seventeen chapters which brings to life abstract concepts in marketing and consumer behaviour, through the lens of SRK's long journey of stardom. This book will definitely appeal to all Shah Rukh Khan Fans for it offers plenty of insights. It also makes an interesting read. The book provides a gateway for effective learning, and thereby becomes an important source of information. Irrespective of the fact whether you are a marketing student, a researcher, a businessmen, or just another avid SRK fan, the book definitely makes you think about the finer aspects of marketing in an different way.

The book is definitely a must read as it helps one understand the consumer market. In summation, it may be said that, it makes an in depth analysis of the wide market that connects us and highlights its' relevance in an interesting manner. The combination of learning and entertainment is definitely the strength of the book, thus rendering the process of gaining knowledge interesting, unique and thought provoking. different and thought provoking.