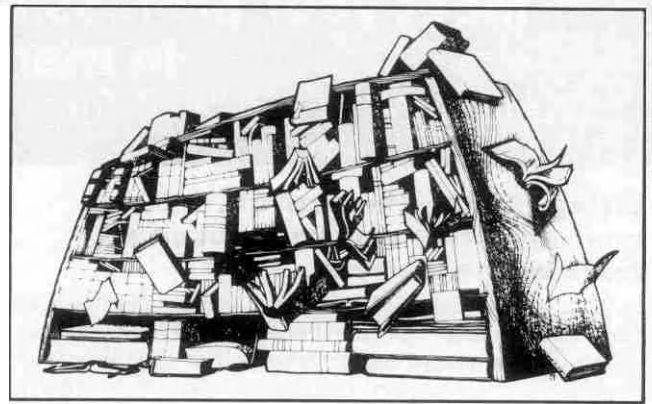


# BOOK SHELF



If you would like ordering information on any of the following titles, circle the appropriate number or numbers on the reader service card in the back of this issue, and drop it in the mail. **These books cannot be ordered through ASTD or the Training and Development Journal.**

## The Art of Managing People

Phillip L. Hunsaker and Anthony J. Alessandra provide practical strategies for: developing interpersonal skills necessary to improve relations with employees; understanding the differences among people and behaving appropriately; assessing and improving current work situations; and creating a trust between managers and employees. These strategies, along with many others, are offered to provide a solid backbone for helping employees achieve their potentials. 270 pp. \$15.95. **Prentice-Hall, Inc.**



Circle Reader Service No. 201

## Field Selling Skills

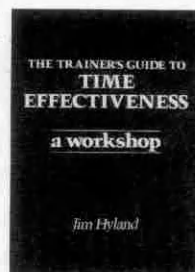
Clark Lambert draws on more than 20 years of consumer and industrial selling experience to provide this how-to guide for field sales personnel. Designed for both the novice and the pro, this book focuses on every facet of the sales call. Each selling principle is reinforced with a case study, and it includes more than 50 diagrams, forms and illustrations, designed for immediate use. 271 pp. \$19.95. **Ronald Press.**



Circle Reader Service No. 202

## Trainer's Guide To Time Effectiveness

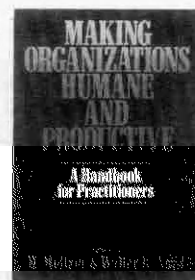
Unlike other books on time management, this book by Jim Hyland was written to be taken into the training room. Contains timing suggestions, discussion notes, visual aids and tips on how to present time-effectiveness ideas. Also provides step-by-step instructions for mini-lectures, exercises and participant feedback. Includes masters of the handouts and exercise forms. Provides eight to 10 hours of learning and can be supplemented with films. Three-ring notebook format. 208 pp. \$75. **Addison-Wesley.**



Circle Reader Service No. 203

## Making Organizations Humane and Productive

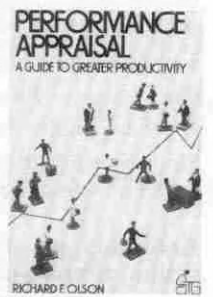
How can executives, supervisors and managers develop and maintain organizational effectiveness by fostering productive and humane organizations? Answers to this question are brought together through contributions by Hackman, Hall, Mintzberg and Ginzberg. This practitioner's handbook, edited by H. Meltzer and Walter R. Nord, deals with contemporary realities of concern to organizations such as minority groups, women and the aging. The reader is brought to the forefront of innovations for organizational development and change. 510 pp. \$27.95. **John Wiley & Sons, Inc.**



Circle Reader Service No. 204

## Performance Appraisal

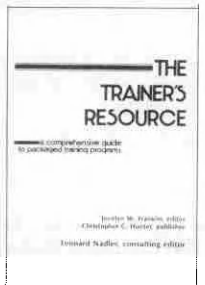
The performance appraisal can be the manager's most effective tool for increasing productivity. Richard F. Olson shows line managers how to conduct appraisals that get results, offering a step-by-step process. The book is designed to help you set goals more specifically, appraise performance more accurately and become more comfortable offering negative as well as positive feedback. Olson offers 30 "traps" to avoid and more than 50 techniques to improve your appraisals. 191 pp. \$8.95. **John Wiley & Sons, Inc.**



Circle Reader Service No. 205

## The Trainer's Resource

This "Guide to Packaged Training Programs," edited by Jocelyn W. Franklin, will serve as a constant resource to managers who make decisions about training packages. In looseleaf format, the guide consists of standardized descriptions of more than 300 packaged training programs available from widely diverse sources. A foreword by Len Nadler discusses the pros and cons of using packaged programs and suggests how this resource can help make "buying" decisions. Descriptions cover program content, audience, objectives, delivery system data, instructional strategies, cost and contacts. Periodic supplements containing information on new and revised training programs will be issued and are included in the price. 358 pp. \$75.00. **Human Resource Development Press, Inc.**



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**The Planning and Design Approach**

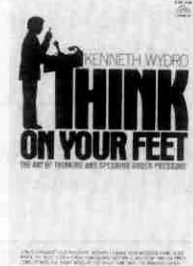
Methods set forth in Gerald Nadler's alternative to the conventional planning and designing processes are designed to help translate ideas into action, whatever the goal. Emphasizes the conceptual and operational aspects of planning and design in the "real world." Proceeds on the premise that "big ideas" govern planning and design and emphasizes the enduring need to create or restructure situation-specific solutions. 394 pp. \$45.00. **John Wiley & Sons.**



Circle Reader Service No. 207

**Think on Your Feet**

Kenneth Wydro focuses on the art of thinking and speaking under pressure. The author reveals dozens of exercises, examples and insights into the creative process of quick thinking, including: how to relax and free the creative mind instantly; how to use the "slight edge" technique to take command in every situation; and how to develop the attitude of altitude to help solve any problem. 143 pp. \$4.95. **Spectrum Books.**



Circle Reader Service No. 208

**Building Quality Into Continuing Education**

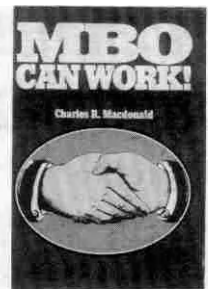
Robert J. Kirk's guide to lifelong learning deals with the essentials of adult continuing education, with emphasis on quality results. Included are principles, methods and procedures necessary for effective learning. Also contains: quick-scoring self-assessment for instructors; a cost analysis guide; evaluation forms; checklist for program approval; criteria for quality activities; references and glossary. 282 pp. \$12.95. **Learntech Publications.**



Circle Reader Service No. 209

**MBO Can Work!**

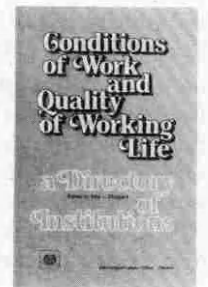
Charles R. Macdonald introduces a new approach to management by objectives and proposes several solutions to the problems that often arise when the concept is put to work. Subtitled, "How to Manage By Contract," this guide emphasizes that MBO is effective only when it involves a negotiated contract between superior and subordinate. Text includes step-by-step instructions, checklists, examples, etc. 236 pp. \$16.95. **McGraw-Hill Book Co.**



Circle Reader Service No. 210

**Conditions of Work and Quality of Working Life**

This directory, edited by Mrs. L. Stoddart, identifies more than 230 institutions in 52 countries specializing in work conditions and quality of working life. Includes: government agencies, employers' organizations, trade unions, research institutions and university departments. Provides current information on staff, funding, research and training programs, meetings and publications. Arranged in alphabetical order by country, with acronym and personal name indexes. 255 pp. \$19.95. **International Labor Office.**



Circle Reader Service No. 211

**Tomorrow's Office Today**

David Birchall and Valerie Hammond deal with potential problems resulting from new electronic office machinery. Technology does not affect machines and work methods alone; it affects people and their jobs. The authors offer the opportunity to eavesdrop on the experience of others and to review various approaches to managing technological change, a key task of today's managers, trainers, organization specialists and supervisory staff. 202 pp. \$25.95. **John Wiley & Sons, Inc.**



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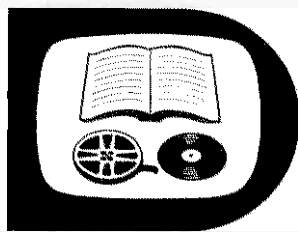
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Circle Reader Service No. 213



## The Magic of Your Mind

Sidney Parnes encourages readers to strive beyond their mental limits, to discover more opportunities in their day-to-day problems, to stretch beyond conventional thinking to new frontiers of creative thought and to balance their imagination and judgment. The book is also designed to help readers develop greater excitement, achievement and personal satisfaction and is aimed at participants in management development programs in business and industry. 235 pp. \$9.50. **Creative Education Foundation.**

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## Personal Styles and Effective Performance

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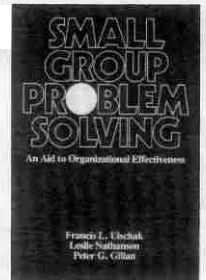
ical, driving or expressive. Knowing which you are and how to use that style to your advantage can be a major step to business and personal success. 237 pp. \$12.95. **Chilton Book Co.**

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## Small Group Problem-Solving

In a variety of organizations, from large corporations to small businesses, non-profit organizations and institutions, it is clear that a group is often more successful at developing creative solutions than an individual. Francis L. Ulschak, Leslie Nathanson and Peter G. Gillan help managers learn and teach these problem-solving strategies, and develop guidelines for making informed decisions about effective strategies. Presents techniques, background and theory. 147 pp. \$14.95. **Addison-Wesley Publishing Co.**

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## Problem Employees: How to Improve Their Performance

This new handbook by Peter Wylie and Mardy Grothe turns the process of management by objectives into an experiential learning program, specifically: how one actually improves performance in his or her area of responsibility. The authors offer alternative strategies and techniques, helpful to supervisors with chronic problems with specific employees. The book breaks down the performance improvement interview process into 10 steps; it is designed as a supportive guide, through an otherwise difficult and anxiety-producing task. 240 pp. \$16.95. **Pitman Learning, Inc.**

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