

BOOK REVIEWS

LEADERSHIP DEVELOPMENT FOR PUBLIC SERVICE

By Barry A. Passett

Gulf Publishing, P O Box 2608, Houston, Tex 77001

135-page hardback

\$7.95

From a background of practical experience, Mr. Passett has put together an accurate and comprehensive study of training in the public sector. For the serious student of governmental training programs, this book will be a necessary supplementary resource. The history of what has been accomplished as well as an intensive review of the omissions in public service training programs is presented.

The problem of the leadership gap in training programs and the concomitant effect this has had on training results is shown in chapter 1. A definition of leadership traits needed in public service and the development of the many related issues is given in chapters 2 and 3.

Two of the more interesting chapters, 4 and 5, outline the pressures exerted for creativity and the private-public sector dialog resulting therefrom. Chapters 6, 7 and 8 cover quite adequately the response from universities, training conducted outside the universities and from government training efforts. Included are names of programs and individuals conducting these programs.

The last three chapters provide the professional and the neophyte trainer with a checklist of meaningful training topics.

The language of this book is simple and direct with a working definition of technical terms which keep their usage in proper perspective. The appendix is relevant to the text and the bibliography and index are comprehensive and applicable.

R O Beil

Superintendent of Training

City Public Service Board

San Antonio, Texas

INTRODUCING THE SINGLE CAMERA VTR SYSTEM

By G Mattingly and W Smith

C Campbell Koehn, 1527 Corcoran N W, Washington, D C 20009

97-page softback

\$8.95

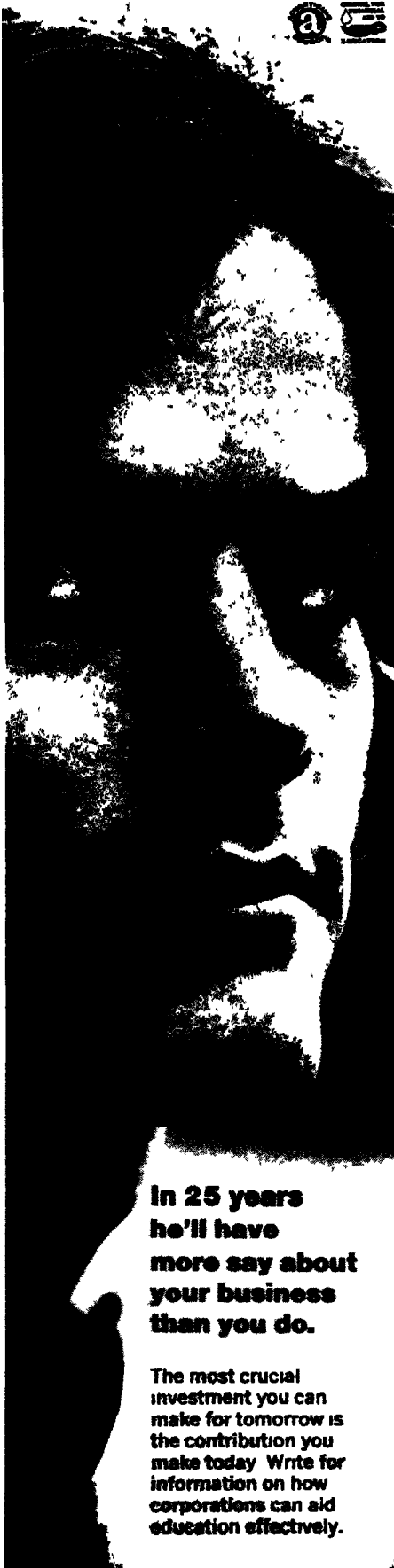
The dramatic growth of CCTV and VTR television usage in training work has quickly outstripped the availability of quality literature on how to apply the method and equipment. This book is the second I've seen on the subject which in my opinion, is worth its salt. The other was *Television Communications Systems for Business and Industry* (see review, *Training & Development Journal*, Feb 1971 p. 52).

This document is a good basic manual on helical scan VTR. Its single-camera approach is perfect for trainers who have to "poor boy" it with minimal equipment.

The reader is led through technical concepts, equipment specifications and production methods. Techniques basic to creative use of the SCS are then initiated through six hands-on type exercises. These expose the user to an experience-as-you-read approach.

CHARLES VERVALIN

Book Review Editor



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This manual can be used without regard to the brand of equipment you have. Chapters Overview, Technical Standards, The Camera; The VTR (technical description for layman), The Monitor, The Microphone; Hooking Up, Basic Operations, Shutting Down, SCS Production SCS Activities; Off-Air Recording/-Audio Dubbing; Recording Slides and Movies, The Interview, Role Play, Editing, Micro-Teaching, Supplementing Your SCS.

EFFECTIVE MANAGEMENT SELECTION

By C. L. Jaffee

Addison-Wesley, Reading, Mass 01867

150-page hardback

\$12 50

The growing popularity of "managerial assessment" centers has obviously inspired this fine book, which is both descriptive and demonstrative. Descriptive in that it offers an overview of the assessment rationale as developed by Douglas Bray of AT&T, and others. Demonstrative in that it offers concrete examples of the instruments, methods and techniques used in the assessment process.

The book can, read by itself, stand on its own merits — but it is designed to be used with the publisher's off-the-shelf program Addison-Wesley refers to this as a "kit" — an *Assessment Center Program for Supervisory Selection* (\$295). But the book alone is a worthwhile descriptive device without regard to the "package."

It appears — in my opinion — that assessment centers are beginning to increase in scope and numbers. As trainers we can hope they don't become "faddish" due to misuse, misunderstanding and misapplication. This book will help avoid this by clarifying major points for the uninitiated. So will two other noteworthy books relating to the who-do-we-promote subject. These are *Assessing Corporate Talent* (see review, *Training & Development Journal*, Feb 1971, p. 53), and *The Corporate Promotables* (ibid., June 1970, p. 64).

HOW TO REMEMBER NAMES AND FACES

By R. H. Kline

Names Publishing Co., Richmond, Va.

54-page softback, plus 500 system cards

Ever look up from your notes while conducting a training session to ask a trainee a question, only to find you can't remember his name? For that matter, have you ever bumped into an acquaintance socially, or at a meeting, and drawn a blank on his name?

Most of us have faced these embarrassing situations, and so has author Kline, he says. Mr. Kline claims he developed his memory system to correct his own inability to associate names with faces and to remember both. Hence, his little book, and an ample supply of what I would call "name and face" identity cards.

The Names System is based on the associate-link concept of memory, which was explored in a memorable book by Dave Lewis (*How to Master Your Memory*, Gulf Publishing).

The unique thing about this program is the cards and their application, which consists of writing and drawing memory profiles of persons you want to log into your mind. It also shows how to categorize people by how they fit into your life, and classify them for easier name retrieval.

Knowing names. Knowing faces. A real asset for a trainer.

PREPARING EFFECTIVE PRESENTATIONS

By R J Friant, Jr

Pilot Books, 347 5th Ave, New York, N Y 10016

32-page softback

\$2 50

This handy, small, tightly-written little book is useful to both training professionals (who among us can know too much about visuals?) and the novice who must prepare a presentation.

The author offers a unique approach. The illustrated visuals he uses in the book to make his point are also the story lone itself. That is, the content of the charts explain why they are designed the way they appear in the book

The discreet use of color on the illustrated visuals, and the neat clarity with which they are presented as examples for the reader, comes across nicely. His system is not oriented to any specific piece of AV equipment or flip chart, etc It deals more with impact and eye appeal, plus clarity of content. Ah, a picture is worth a thousand words. So I'll stop See the book!

NEW PERSPECTIVES IN JOB ENRICHMENT

Edited by John R. Maher
IBM World Trade Corp.
Foreword by
Robert N. Ford

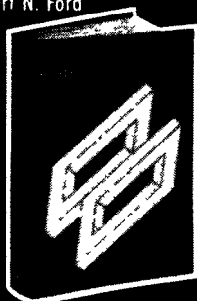
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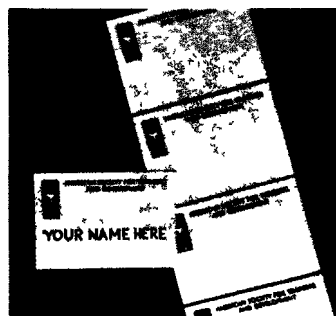
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