

MANAGING INNOVATION FOR GROWTH AND PROFIT

By Ben Miller

Dow Jones-Irwin, Inc.

274-page hardback

\$8.95

The title to this book is quite truthful. I expected a more abstract treatment of this relatively new subject. I was surprised to find that Dr. Miller had carefully dissected the problem of managing innovation with the hands of a skilled surgeon. As a matter of fact, this may be the only objection to the book. That is, it does have a very clinical atmosphere about it.

Innovation implies change. Dr. Miller describes in a very clear way how innovation is initiated, how it is carried out, how to evaluate its effects and how to make it permanent if it is worthwhile.

Although the one, two, three-step processes which Dr. Miller suggests for innovation sometimes seem too simple to really work, these steps certainly lay a firm bedrock which the reader can modify to form his own scheme. Perhaps one of the most important philosophies which come out of this book are those Dr. Miller suggests for minimizing resistance to innovation.

This is a book for the manager who's sold on innovation as a tool to improved performance. It's a "how to do it" book.

WILLIAM D. HANCOCK
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DESIGNING EDUCATION FOR TOMORROW'S CITIES

By Mario D. Fantini and Milton A. Young

Holt, Rinehart and Winston, inc.

160-page paperback

\$2.95

Two leading educators had the unique opportunity to plan an urban school system from the ground up. This book reports the results. Mario Fantini of the Ford Foundation, and Milton Young of Travelers Research Corporation and the University of Hartford have proposed schooling plans for Fort Lincoln New Town, a 335-acre residential community to be built in Washington, D.C. This site became surplus federal land when the National Training School for Boys was relocated to Morgantown, W. Va.

As a training director, you can benefit from this book in two major ways: First, you can get a bird's-eye view of the ideals toward which many public school educators strive. These ideals are or will be influencing the school experiences and expectations of your younger newly-hired employees.

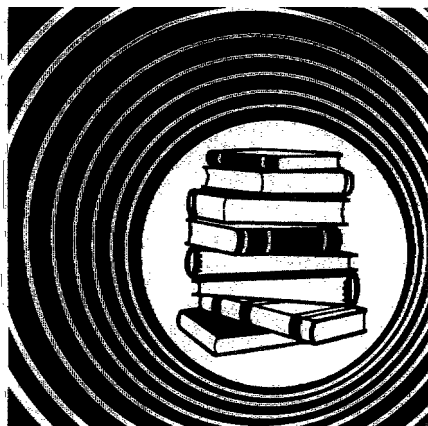
Second, you can compare your assumptions with both the present standard practices in public schools and with what Fantini and Young call "the new system."

WARD W. WELDON
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AN APOLOGY

We regret the omission of Mr. M. T. Robin's by-line from the book review (June, page 64) of "The Corporate Promotables." Mr. Robin is Manager of Sales Training, Houston Lighting and Power Company, Houston, Texas.

CHARLES H. VERVALIN
Book Review Editor



BOOK REVIEWS