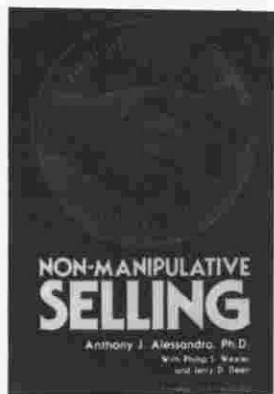


A TRAINER'S BOOKSHELF

With today's vast array of books being published for the HRD market, it is rather difficult for a practitioner to keep "tabs" on all the new titles and authors . . . This special feature is designed to help you keep your training library up-to-date. We asked several publishers to supply capsulized summaries of their latest releases to the HRD market. Here are the results . . . If you would like ordering information on any of the following titles, just circle the appropriate number or numbers on the reader service card in the back of this issue, and drop it in the mail! **Please note that these books cannot be ordered through ASTD or the Training and Development Journal.**



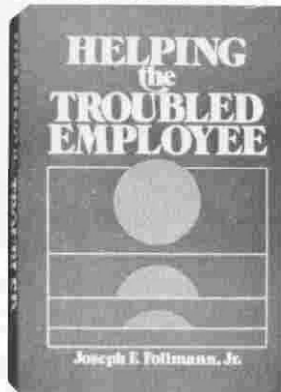
NON-MANIPULATIVE SELLING

Advancing a new theory of selling, Anthony J. Alessandra introduces the concept of selling by problem-solving rather than by persuasion. Emphasis is on developing a trusting relationship between salesperson and client. The author points out that the salesperson should be a professional business counselor rather than a "pusher" of products and services. The author puts the salesperson in the role of a professional consultant, a problem solver who specializes in diagnosing the prospects needs

and then satisfying them. Presented in clear, simple language, this text is designed to enable the salesperson to reduce client tension and build trust. 181 pp. \$9.95. Courseware, Inc.

Circle No. 175

on reader service card



HELPING THE TROUBLED EMPLOYEE

Joseph F. Follmann confronts the issue of the troubled employee by discussing who the troubled employee is and identifying various types of mental disorders and their causes. The myriad form of available treatment and sources for obtaining help and

guidance are presented including ways to finance care and treatment. Also noted are methods of preventing the occurrence of mental disorders, especially the significant role that employers and labor unions can play. This book is designed to help the employee and employer recognize and treat mental and emotional disorders. 260 pp. \$15.95. Amacom.

Circle No. 176

on reader service card



SELECTION INTERVIEWING FOR MANAGERS

Thomas L. Moffatt shows novice interviewers and those who occasionally must interview how to conduct and evaluate selection interviews. In addition to time-tested procedures to sharpen essential skills, this resource provides the necessary understanding of the current state of the art of interviewing, applicable government regulations, communication processes involved, the importance of objective evaluations and the in-

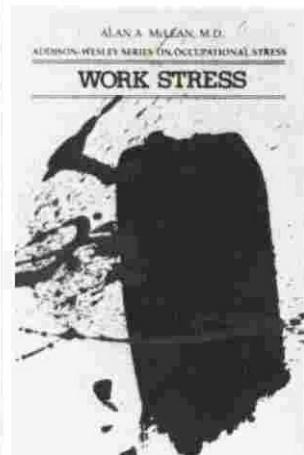
fluence of personal characteristics on the outcome of the interview. Emphasis is placed on the identification and solution of problems that frequently develop in interviewing situations. 196 pp. \$10.95. Harper & Row.

Circle No. 177

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WORK STRESS

Alan A. McLean, M.D. translates job stress research and data into understandable, useful information for the general public. Explained is, how to recognize stressful situations on-the-job, how to deal with stress reactions and what organizations and individuals can do to prevent



stress. Summarized is historical research to create a frame of reference for readers. Identified are the major variables of job-stress. Suggested are ways of averting stress reactions before they occur. Contained are checklists which readers can use to determine how much work-stress they face. 142 pp. \$6.95. Addison-Wesley.

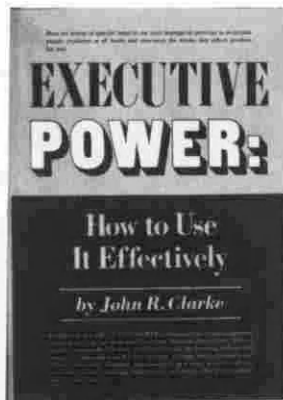
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EXECUTIVE POWER: HOW TO USE IT EFFECTIVELY

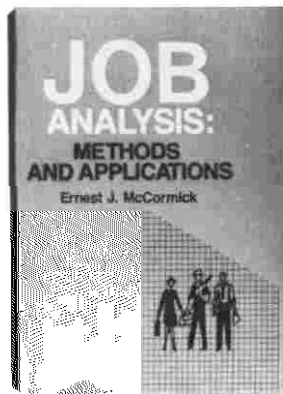
This new book by John R. Clarke is designed to assist the supervisor influence the thinking, attitudes and actions of employees in order to get

(Continued)



them to accomplish objectives and meet ever-expanding work goals. Chapters of the text deal with experience-related tips, special techniques, advice and step-by-step guidance to the development of executive power. Also, discussed is how to find your own executive power index, how to exercise this power in different ways, how to improve your expertise in its use and how to achieve the results you want. 260 pp. \$18.95. Prentice-Hall Inc.

Circle No. 179
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JOB ANALYSIS: METHODS AND APPLICATIONS

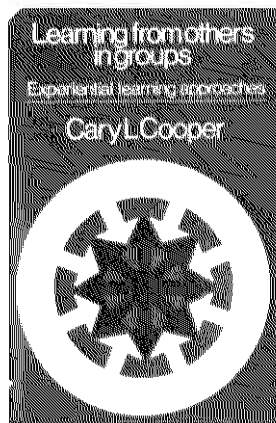
The primary designs of this book are fourfold: to set forth the proper way to evaluate and analyze jobs so as to achieve uniform criteria that meet EEO employment regulations; to aid in the revision of personnel policies in light of the job carried out; to define job interrelationships and establish job classifica-

tion systems; and to discuss the uses of job analysis. Ernest J. McCormick also covers vocational choices and work adjustment, establishment of job requirements, job design and job evaluation. 371 pp. \$25.95. Amacom.

Circle No. 180
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LEARNING FROM OTHERS IN GROUPS

Cary L. Cooper brings together the results of 10 years of systematic research into the effects and characteristics of experimental learning methods. Explored are some of the main issues and research



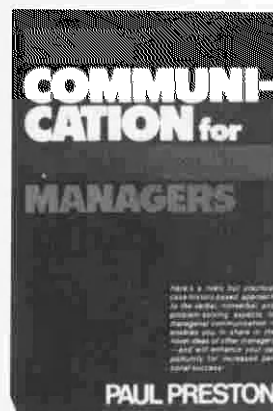
generated by one of the most unique human-relations training techniques—the T-group or experimental learning group. The text analyzes the nature of T-groups and goes on to examine the implicit values of experimental learning and how these differ from traditional techniques. The result is an account and analysis of experimental learning which should be of value to both training officers and personnel specialists in industry and the public sector. 304 pp. \$23.95. Greenwood Press.

Circle No. 181
on reader service card

COMMUNICATION FOR MANAGERS

This text by Paul Preston is a case history-based approach to the verbal, non-verbal and problem-solving

aspects of managerial communication. Some of the



case-history based ideas covered are motivation, changing jobs, time management, performance appraisal and resistance to change. The book's objective is to allow the reader to design and implement his/her own personal theory of management by combining the author's concepts with your own and those of your colleagues. The final objective of the text is to provide the reader with an insight into supervisory communication. 307 pp. \$14.95. Prentice-Hall.

Circle No. 182
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ESSENTIALS OF PERSONNEL MANAGEMENT

With the rapid growth in recent years of courses in such areas as personnel, organizational behavior,

ESSENTIALS OF PERSONNEL MANAGEMENT



Mitchell S. Novit

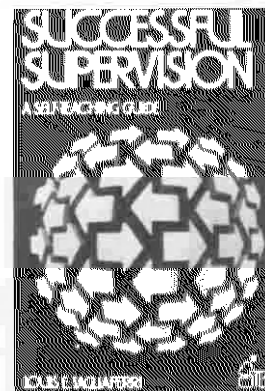
decision science and small business management, there has developed a need for a

viable alternative to the 500-600 page casebound textbook. This text is designed to fill that need. Each book in this series provides a treatment of concepts and issues within a major content area. The book is primarily designed for two groups: those with career interests in staff personnel administration and those with career interests in general management. 244 pp. \$12.95. Prentice-Hall.

Circle No. 183
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SUCCESSFUL SUPERVISION

This book is designed to give the reader an insight into the complex and responsible task of manag-



ing people. The text is also designed to be a basic introduction to practical supervisory management. Because it is intended to be direct and understandable to all readers, practical application of learned principles is emphasized. Management theory (such as Maslow's, Herzberg's and Vernon's theories of motivation) are cited to establish a basis for understanding important concepts. 180 pp. \$6.95. John Wiley and Sons.

Circle No. 184
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TRAINING SYSTEMS IN EASTERN EUROPE

This text is designed with a view to assist readers to follow the broad lines of

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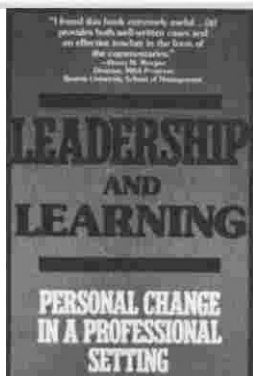
training systems in Eastern Europe



development over the past 10 to 15 years in the systems of training and education in three countries of Eastern Europe—the German Democratic Republic, Poland and the USSR. An attempt is made to highlight both the similarities and the points of divergence in the policies adopted by the countries concerned in their endeavor to reconcile the occupational and social aspirations of the individual worker and the imperatives of the national economy. 149 pp. \$6.25. International Labor Office.

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BARRY C. JENTZ and JOAN W. WOFFORD

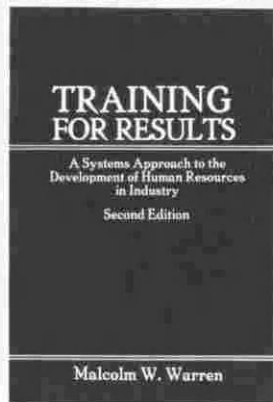
LEADERSHIP AND LEARNING

Subtitled "Personal Change In A Professional Setting," this study is designed to provide ideas and methods that are relevant for academic leaders, school superintendents, principals, consultants and professors. Barry C. Jentz and Joan W. Wofford feature commentaries and analyses of five case histories, which show adults learning on-the-job

and dealing with a variety of interpersonal conflicts. The reader follows these five individuals as they learn to cope with problems that range from feelings of entrapment to a tendency for avoiding or minimizing personal differences with co-workers. 181 pp. \$10.95. McGraw-Hill.

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TRAINING FOR RESULTS (2nd EDITION)

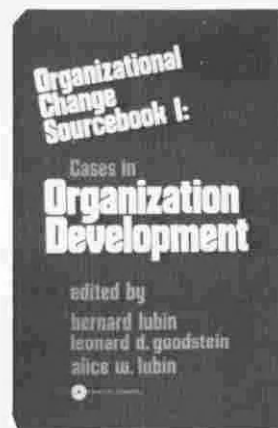
Subtitled "A Systems Approach to the Development of Human Resources in Industry," Malcolm W. Warren presents training as a system with flexible components that fit into different models, depending on the needs and resources of the individual organization. The book includes examples of different approaches to training and provides charts and checklists to serve as planning and evaluation guides. 269 pp. \$7.95. Addison-Wesley Publishing Co.

Circle No. 187

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ORGANIZATIONAL CHANGE SOURCEBOOKS I & II

With nine case studies in "Conflict Management" and "Organization Development" consultants and other behavioral scientists who wish to gain a better understanding of the process of planned change should find this book helpful. The



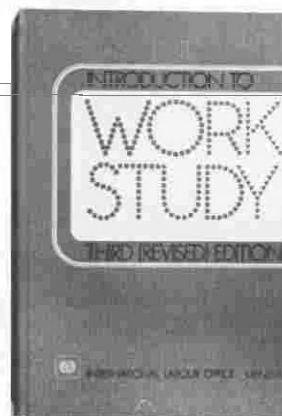
issues range from international border disputes to personnel grievances. The texts are designed to be used as a teaching-learning tool, both in formal educational settings, in workshops and seminars. In these days of high professional "burn out" these case studies should provide special insights into the problems of working in conflict management. 236 pp. \$10.00 ea. University Associates, Inc.

Circle No. 188

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INTRODUCTION TO WORK STUDY

The basic aims of this revised edition are to bring the contents up to date, to modify the book's introductory character, and to make it useful for the work-study practitioner, teacher and student, while retaining a simplified approach to the explanation of complex



problems. The chapter dealing with working conditions has been completely rewritten to take account

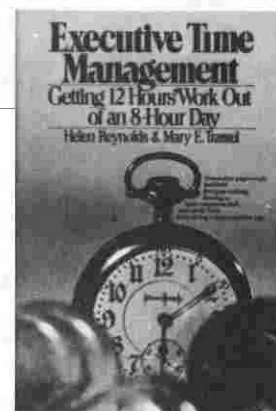
of current advances in knowledge in this field. As a corollary of this new approach, work study has been examined in the light of modern developments in work organization which aim at reconciling productivity with job satisfaction. 442 pp. \$12.95. International Labor Office.

Circle No. 189

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EXECUTIVE TIME MANAGEMENT

The most valuable commodity a manager has is time, and this new handbook is designed to show managers how to get the most out of every precious minute, from them and their subordinates. Presented are proven methods for maximizing work output. This book frees man-



agers to focus their energies on executive decisions and actions. It shows how to weed out time-wasting redtape from office procedures and how to clear the office of piles of paperwork by delegating it to others. 174 pp. \$10.95. Prentice-Hall, Inc.

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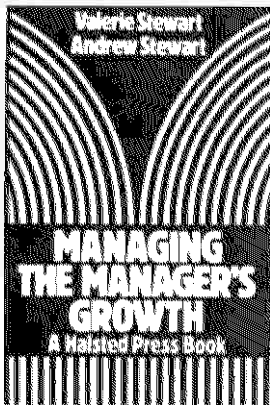
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MANAGING THE MANAGER'S GROWTH

A guide to the skills and knowledge which management trainers and others need in order to develop management training and development. Covered is a wide selection of methods for training needs analysis.

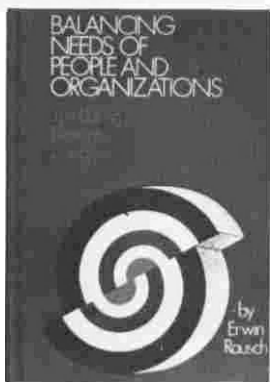
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The trainer's options, based on the training needs analysis, are gathered and designed to give a practical



treatment to the subject. Included are chapters on internal courses (both knowledge-based and skills-based), external courses, coaching programs, projects and assignments. Each chapter is self-contained and includes questions for discussion and suggestions for further reading. 257 pp. \$19.95. Halsted Press.

Circle No. 191
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BALANCING NEEDS OF PEOPLE AND ORGANIZATIONS

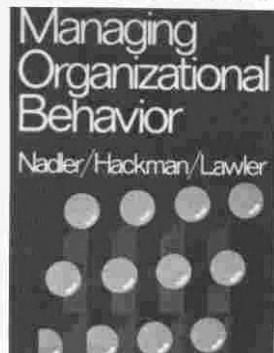
The "Linking Elements" concept is an attempt to synthesize theory and practical experience into a workable, though difficult, guide to action. It combines the thinking of behavioral scientists and management theorists with the viewpoint of the operating manager. Designed to offer a thorough and comprehensive framework, Erwin Rausch's book does

not suggest easy solutions to problems. Provided is a roadway through the complex issues which face managers who wish to improve the performance of their organizational units. 321 pp. \$14.90. Bureau of National Affairs.

Circle No. 192
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MANAGING ORGANIZATIONAL BEHAVIOR

This text is written for students, managers and others who seek to learn

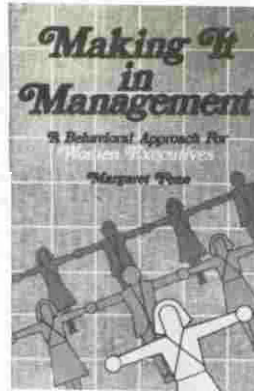


why people in organizations behave as they do and why organizations function as they do. The goal is to convey an understanding of organizational phenomena so that the reader can recognize patterns of behavior, make some sense of that behavior and determine courses of action to influence it. Concepts, theories and ideas, real and comprehensible are illustrated with examples. Most chapters begin with a short case study, drawn from actual situations, to introduce the concepts and to illustrate the application of the theories to managerial problems. 295 pp. \$8.95. Little, Brown & Company.

Circle No. 193
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MAKING IT IN MANAGEMENT

This book by Margaret Fenn is designed to build a framework for women to use in understanding what the management process is about. It looks at supervisor-subordinate relationships and nonformal rela-

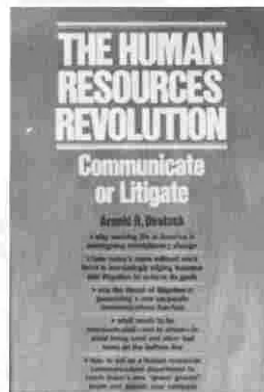


tionships among peers. The book is aimed primarily at women who are or hope to move ahead as managers in organizations. Feminine pronouns are used throughout. Although the book is addressed to women and written in feminine gender, males should find the concepts understandable and the logic interesting. 177 pp. \$4.95. Prentice-Hall.

Circle No. 194
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THE HUMAN RESOURCES REVOLUTION

Arnold R. Deutsch offers practical guidance on methods for coping skillfully with this modern revolution. Subtitled "Communicate or Litigate," this work illustrates the importance and scope of the human



resources factor in modern society and, as a result, in today's business world. Focusing on a new form of communication — human resources — the text is designed to provide comprehensive strategies for adjusting to the new demands for a people-oriented

approach to business. Supplied are methods for avoiding expensive litigation, for implementing productive affirmative action programs and for coordinating all human resources programs into a single corporate function. 246 pp. \$12.50. McGraw Hill.

Circle No. 195
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THE ORGANIC ORGANIZATION AND HOW TO MANAGE IT

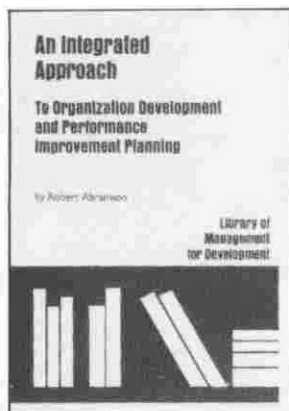
This book offers two lines of thought to senior and aspiring managers. One is a set of concepts for seeing an organization as an organic entity. The other is the need for management to reassert itself, plus a justification and a strategy for doing so. The author demonstrates how one of the most important keys to change is to focus on quality and service and as a result build up a sense of identity with the organization. The text offers new thinking on subjects like leadership and incentive and proposes some changes in the traditional approach to the way in which people are developed. 246 pp. \$21.95. Halsted Press.

Circle No. 196
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ORGANIZATION DEVELOPMENT AND PERFORMANCE IMPROVEMENT PLANNING

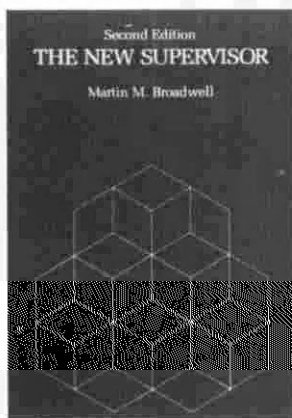
In an integrated approach Robert Abramson suggests

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a revised and updated approach to Organization Development. The author draws upon extensive literature on OD and his own experience coupled with case study material from industrialized and developing countries. The book contains an exposition of what OD is all about and shows how Performance Improvement Planning methodology can be integrated with OD. 93 pp. \$3.95. Kumarian Press.

*Circle No. 197
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THE NEW SUPERVISOR

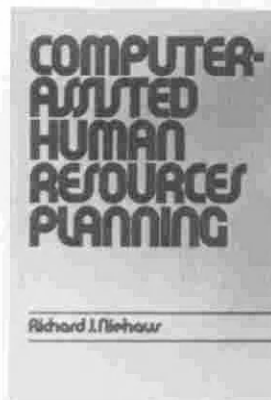
This expanded second edition is designed to help new supervisors learn the skills and techniques of supervising and managing. When used as a guide, it should provide a natural format for a basic supervisory training course. Included in the text is help and information on interviewing skills as they relate to the various equal employment considerations. Filmstrips and an audio-cassette program are avail-

able which are designed to complement the topics presented. 172 pp. \$6.95. Addison-Wesley Publishing.

*Circle No. 198
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COMPUTER-ASSISTED HUMAN RESOURCES PLANNING

The main body of this book by Richard J. Niehaus assumes the readers are trained (or are being trained) in



management. In the first half of the text particular attention is paid to the needs of the manager in planning for flow of manpower. The middle sections complete this discussion by verbal descriptions of planning models and computer support arrangements. The final chapters reflect the research dimensions with emphasis on future possibilities. A number of appendixes follow the main body of the text to round out specialized needs of particular groups of readers. 338 pp. \$25.95. John Wiley & Sons, Inc.

*Circle No. 199
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STRATEGIC MANAGEMENT

H. Igor Ansoff examines the whole range of turbulent environments which organizations, both profit and nonprofit face, and sets out the factors which contribute to their economic success. This book utilizes a framework approach for handling the problems of organizations, from the aggressive to the simply reactive, from the successful



to the pathological. Above all, this work is designed for use in the diagnosis and improvement of organizational behavior. 236 pp. \$24.95. John Wiley & Sons, Inc.

*Circle No. 200
on reader service card*

TEAM DEVELOPMENT MANUAL

Effective teamwork is a crucial factor in the management of organizations today. This manual contains elements for a complete team-development program, together with guidance enabling the reader to construct one to suit his/her own needs. One feature of this manual is a diagnostic instrument that is designed to allow managers or trainers to



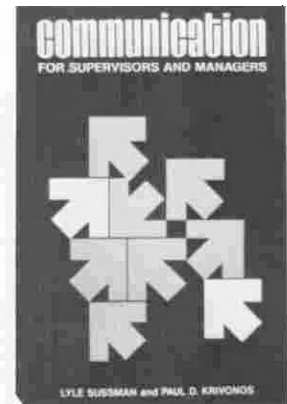
identify a team's specific weakness and then to select the most appropriate activity for overcoming these weaknesses. It can be read to give a grasp of teamwork concepts or it can be utilized as a source of ideas for

anyone wishing to undertake practical team-building activities. 221 pp. \$19.95. John Wiley & Sons, Inc.

*Circle No. 201
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COMMUNICATION FOR SUPERVISORS AND MANAGERS

This text is designed to be used by students anticipating careers in business or other organizations



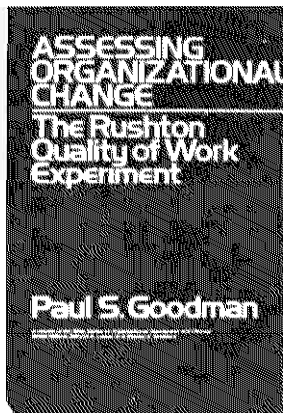
and by managers and supervisors taking evening courses in communication. In this book an effort has been made by Lyle Sussman and Paul D. Krivonos to show the applicability of theory and research to practical business and organizational settings. A number of self-analyses, probes and questions are presented to help the reader match his/her personal needs and situations with the information presented in each chapter. 227 pp. \$9.95. Alfred Publishing Co.

*Circle No. 202
on reader service card*

ASSESSING ORGANIZATION CHANGE

The aim of this book is to examine the "quality of work experiment" at the Rushton-Mining Company. The Rushton experiment has been in existence since 1973 and Paul S. Goodman has written this review of its effectiveness. This book is written for a number of different groups. It is designed for managers who want to learn more about

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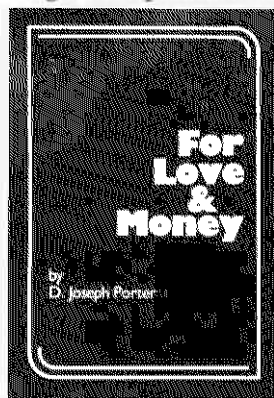


recent innovations in organizational design. The text is also directed to union leaders. The results of the experiment from the union perspective as well as the consequences to the union organization of participating in quality of work experiment are examined. 391 pp. \$22.95. John Wiley and Sons.

Circle No. 203
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FOR LOVE AND MONEY

Joseph Porter shows readers a career-change strategy for taking them from employee to owner of their own independent business. Self-employment is viewed as being a vehicle that people can use to reach financial liberation and psychological independence. The



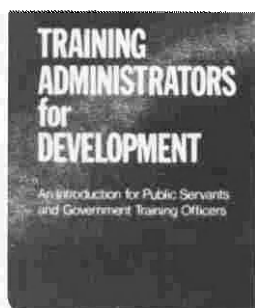
book constitutes a move to integrate motivational psychology, the business concept, marketplace realities and business "how to" into a single methodology which should be understood by all. 223 pp. \$8.95. Epic Press.

Circle No. 204
on reader service card

TRAINING ADMINISTRATORS FOR DEVELOPMENT

This is a handbook designed to assist the vast number of managers in government departments, personnel divisions, educational establishments and training institutes, who need a basic introduction to the fundamentals of training. It should provide a useful text for training the trainers particularly by providing a basis for discussion. Wyn Reilly utilizes his own past

Wyn Reilly



experiences and ideas and points out that his views are not intended as universal truths. They are opinions to be challenged and discussed. This, in itself, should be a useful method of improving the understanding of training issues. 154 pp. \$9.50. Heinemann Educational Books.

Circle No. 205
on reader service card

THE CLIENT-CONSULTANT HANDBOOK

Chip R. Bell and Leonard Nadler have written a book designed for people who use or plan to use the services of a consultant. There are suggestions and techniques in the text that should prove useful in achieving and maintaining a positive and productive client-consultant relationship. Graduate students in behavioral science, management, human resource development, adult education and organizational psychology should find this to be a practical tool to understanding the

The Client-Consultant Handbook

Editors
Chip R. Bell &
Leonard Nadler

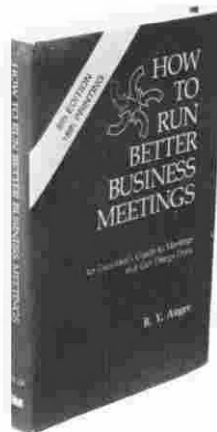
Twenty-one experts tell managers how to choose, negotiate with, and get the most from a consultant.

subtle issues involved in managing such a complex interpersonal relationship. 279 pp. \$15.95. Gulf Publishing Co.

Circle No. 206
on reader service card

HOW TO RUN BETTER BUSINESS MEETINGS

This eighth edition by B. Y. Auger is illustrated with photographs and drawings and is designed to offer practical advice on meeting strategy, leadership behavior and effective participation. Specialized techniques to aid clarity and visual communication, avoid common traps and

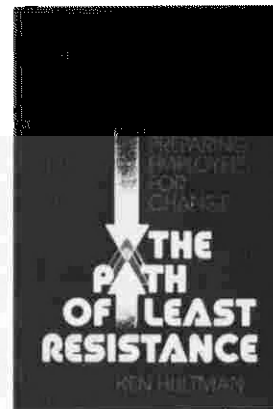


improve technical presentations are covered. Included in the text is a checklist of 120 different elements of meeting presentation. 212 pp. \$11.95. 3M Visual Products Division.

Circle No. 207
on reader service card

THE PATH OF LEAST RESISTANCE

In today's fast moving world, more and more changes are needed — few things stay the same for long. Perhaps, because of this, managers have become more concerned with resistance. This book by Ken Hultman provides on-line managers and supervisors with a few key concepts that help them better understand human behavior, particularly with re-



gard to resistance behavior. Outlined, are techniques for preventing resistance, quickly detecting it when it arises, accurately identifying its true causes and designing strategies to effectively reduce it. 153 pp. \$14.95. Learning Concepts.

Circle No. 208
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TRENDS IN MANAGEMENT DEVELOPMENT AND EDUCATION

The purpose of this report by Gilbert J. Black is two-fold; 1) to analyze management training as a market for those who supply materials and services in this field including estimates of the dollar size of various components of the market; and 2) to clearly delineate the scope and nature of management-training activities for those companies that have need of such training. Also, covered are the educational aspects of management development, its economic growth, its cost to organizations, the educational methods it em-

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Trends in Management Development and Education

An Economic Study

Gilbert J. Black

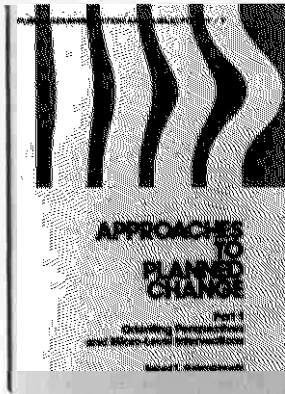
ploy, the equipment and software it uses and the consultants, universities and other outside institutions used by corporate management development departments. 198 pp. \$24.95. Knowledge Industry Publications.

Circle No. 209

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APPROACHES TO PLANNED CHANGE

A major revision of an earlier work on planned change, the present book reflects the prominence that Or-



ganization Development (OD) has attained over the past few years and the intense amount of activity that has been devoted to refining its goals and methods. With the benefit of hindsight and foresight combined, this work discusses mature consideration to the values guiding applications of OD, the underlying empirical theory, details of specific designs and their consequences, as well as interpretation of failures that reveal the limitations of OD applications. 363 pp. \$16.50. Marcel Dekker, Inc.

Circle No. 210

on reader service card

MANAGING WITH PEOPLE (2nd EDITION)

This handbook attempts to answer the question of how organization development (OD) fits into a changing world moving into the 80s. This 2nd edition by Jack K. Fordyce and Raymond Weil provides infor-



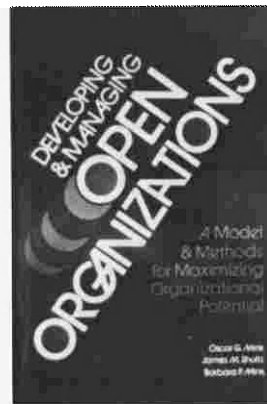
mation on how OD methods can be applied to a variety of organizational problems and changes. There is a discussion of what actually happens in a team-building meeting and how the "third party" functions. This book can be used as a practical tool for the manager who desires to learn more about OD and who needs a handbook of methodology and examples. An appendix covers recent research into "group think." 206 pp. \$8.95. Addison-Wesley.

Circle No. 211

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DEVELOPING AND MANAGING OPEN ORGANIZATIONS

This text offers a theory-based approach to creating organizations that are both adaptable, stable and sensitive to the needs of constituents, and able to achieve goals productively. Oscar G. Mink, James M. Shultz and Barbara P. Mink present a working model of the "open organization." The model used evaluates the current strengths and weaknesses of an organization to generate energy and direction for constructive change. Included are a number of diagnostic instruments, ac-



tion tools and procedural checklists designed to work hand-in-hand with chapters on action steps. 284 pp. \$16.95. Learning Concepts.

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GET YOUR ACT TOGETHER

Robert Evans designed this book to help the reader isolate and identify patterns of action which separate individuals generally classified as "creative" from the rest of humanity. The distinction, he states, does not lie fully in the possession of unique gifts, nor of genius. Dr. Evans proposes that the bases for a more creative life is a clear sense of purpose, a familiarity with one's personal needs and goals, a lack of fear and a strong commitment to ac-



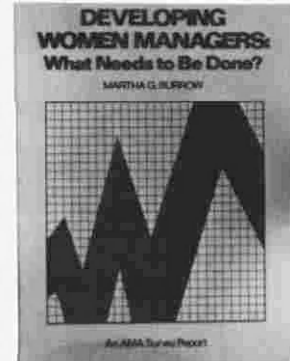
tion. He covers ways in which negative factors may be utilized for positive growth within the confines of the overall process. 152 pp. \$3.95. Lane and Associates.

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DEVELOPING WOMEN MANAGERS: WHAT NEEDS TO BE DONE

This survey report, by Martha G. Burrow covers a wide range of industries, functions, and levels of management from nearly 2,000 executive-level respondents.



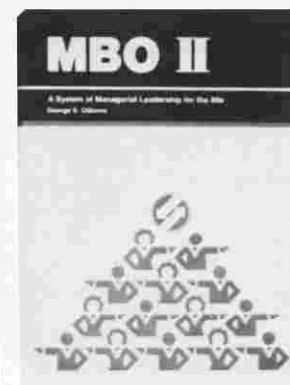
The text is designed to be a starting point for those who are seeking to develop both male and female managerial talent to the best interests of an industry or profession. The text states that men and women managers must closely examine their attitudes and actions in relation to the acceptance and development of women in management. Even if we can't change our attitudes right away, we can start changing our actions. 32 pp. \$10.00 AMACOM.

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MBO II

This new revised edition of management by objectives (MBO) by George S. Odiorne has been updated to include new research into MBO. The book views MBO



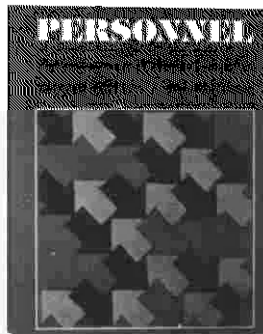
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in a larger context than that of a mere appraisal procedure and regards appraisal as only one of the several subsystems operating within the larger system of goal-oriented management. Reflected in this edition is the evolution and growth of MBO. It spells out the fundamental nature of MBO as a managerial system. There is also more on applications and implementation in this edition because of the added research into MBO since the original publication in 1965. 360 pp. \$16.95. **Fearon-Pitman Publishers.**

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PERSONNEL: THE MANAGEMENT OF HUMAN RESOURCES

Donald P. Crane utilizes an interrogative scheme to serve as a framework and to tie together the various



functional areas of personnel. The behavioral aspects of personnel — such as motivation, leadership, test validation — are covered. To provide appropriate emphasis to several areas, separate chapters have been added: minority and women development, career development, counseling/interviewing, discipline and performance appraisal. This second edition has been updated to cover recent legislation, the emergence of women in management, changes in compensation management, innovations in training and the expanded role of personnel. 560 pp. \$16.95. **Wadsworth Publishing Co.**

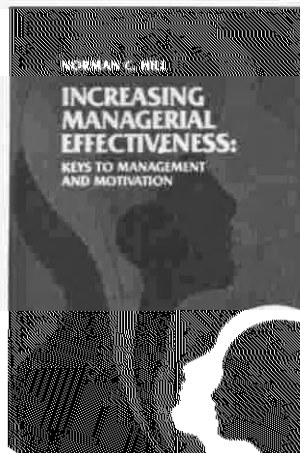
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THE ORGANIZATION GAME

Robert H. Miles and W. Alan Randolph have devised a game manual which creates a setting where both success and failure are possibilities. The various operating units and divisions and the basic groundrules outlined in this manual constitute a minimal initial structure upon which participants build an organization. From this minimal structure, participants actively experience the creation of an organization, its rationalization and institutionalization and the creating of mechanisms for adapting to internal and external forces for change. 325 pp. \$9.95. **Goodyear Publishing Co.**

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INCREASING MANAGERIAL EFFECTIVENESS

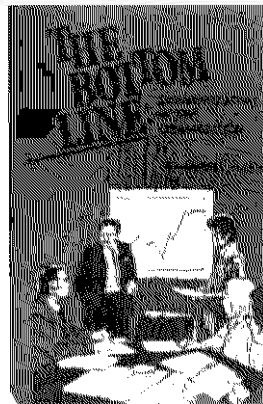
Norman C. Hill focuses on some important managerial skill and describes both the basis for that skill in man-

agerial work and some of its specific applications. This book is intended to provide those who manage with a personal study guide for improving managerial effectiveness. It is based on research into as well as observations on a variety of managerial tasks, functions and tendencies. It is an attempt to collect and synthesize some of the more important descriptions of effective management practices. 171 pp. \$7.95. **Addison-Wesley Publishing Co.**

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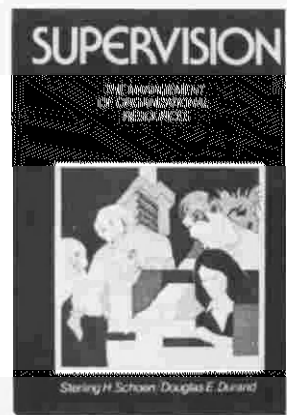
THE BOTTOM LINE: COMMUNICATING IN THE ORGANIZATION

In a new approach to communication, T. Harrell Al-



len stresses the importance of the one-to-one contact in the organizational structure. This book is designed for people who work in organizations and particularly for those who supervise others. Shown is how to assess the communication climate within an organization and how to survive, grow and prosper within the organizational environment. Emphasis is placed on techniques of effective listening and the qualities of effective leadership. Self-evaluation exercises are included to provide a tool that can measure growth in effective communication and style of leadership. 168 pp. \$15.95. **Nelson-Hall.**

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SUPERVISION: THE MANAGEMENT OF ORGANIZATIONAL RESOURCES

Sterling H. Schoen and Douglas E. Durand's book is directed toward students in two and four-year colleges who are enrolled in their first course in management and who wish to develop or improve their supervisory skills. Practical orientation of the text and a large number of realistic case studies can make this book especially interesting and helpful to mature students who are continuing their education. It should be of interest and help to practicing supervisors in sales, finance and accounting also technical and engineering groups. 352 pp. \$11.95. **Prentice Hall.**

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PERSONNEL MANAGEMENT: A COMPUTER-BASED SYSTEM

With coverage of possible computer applications to a

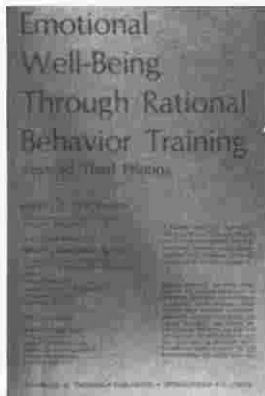
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wide range of problems this text is designed to explain both the advantages and limitations of electronic data processing systems when they are adapted for use in personnel administration. This compilation, written in nontechnical language, describes how to use computerized information so that personnel managers can utilize a firm's employees for maximum effectiveness. Some of the topics examined are recruiting, selection, training, affirmative action planning for labor relations and the legal implications of information systems. 243 pp. \$15.00. McGraw Hill.

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EMOTIONAL WELL-BEING THROUGH RATIONAL BEHAVIOR TRAINING

Written by David Goodman primarily for such members of the helping professions as physicians, psychologists, teachers, personnel managers and school administrators. This book is designed to help the layperson understand a special approach to personal problem-solving which requires full under-



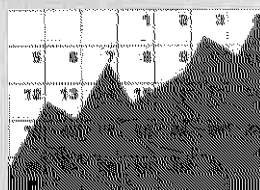
standing and participation. The theoretical basis of RBT is illustrated in eight case histories, each typifying a different kind of mental and emotional malaise. These include depression, anxiety, phobia, impotence, hostility and kleptomania. A central section of the book is a chapter based on a clinical research study of RBT. 236 pp. \$16.95. Charles C. Thomas.

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SUPERVISING TODAY

From the Depression through the protests of the '60s, to the attitude of the "now" generation, this book examines organizational changes in American Business. In view of the political and social events that contribut-

ed to them, Martin M. Broadwell emphasizes the importance of supervisory style, showing supervisors how to develop a comfortable style in which their subordinates react favorably. Mr. Broadwell discusses change in terms of something employees want

SUPERVISING TODAY



A GUIDE FOR POSITIVE LEADERSHIP
MARTIN M. BROADWELL

and can contribute to, motivation in terms of team-building and training in terms of upward mobility for employees. 187 pp. \$7.95. CBI Publishing.

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ASSERTIVE-RESPONSIVE MANAGEMENT

This personal handbook by Malcolm E. Shaw is de-

Assertive-Responsive Management A Personal Handbook

Malcolm E. Shaw

signed to present a comprehensive review of the modes of interaction that are available to the reader as he/she works with others to establish direction and achieve results. The concepts, strategies and methods in various chapters are built on the premise that everyone can improve. This handbook can help the reader identify his/her liabilities and either convert them to positive resources or develop the capacities and skills required to overcome them. Problems, examples and guided instructions, throughout the text, are designed to make the application of the principles clear and uncomplicated. 136 pp. \$6.95. Addison-Wesley.

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Introducing A Brand New ASTD Institute

ADVISING and COUNSELING: An HRD Activity

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and advising role.

- ✓ An exploration of the many aspects of implementing career development programs and systems within organizations; and
- ✓ An opportunity to assess their personal career goals in relation to their own development.

This Institute, staffed by Sharon Connelly and Stephen K. Merman, is designed for career development professionals and trainers who have advising and counseling responsibilities.

Since enrollment for this Institute is limited to the first 35 participants, early registration is advised. To receive detailed information and a registration form, just use the handy Reader Service Number below or call Box 5307, Madison, WI 53705. 608/274-3440.

ASTD

Advising and counseling skills are becoming more and more an important part of the HRD practitioner's job. This new Institute is another way ASTD has chosen to meet the changes occurring in the responsibilities of its members.

The Institute is designed to explore career development issues, trends, and resources to equip the participants with the latest knowledge and perspectives in the field.

In seminar format, and through small-group exercises, participants will experience:

- ✓ A review of issues, research, and trends emerging in the Career Development field.
- ✓ A career resource forum where they can learn from each others programs, packages, and personal experiences.
- ✓ A chance to increase awareness of the skills and knowledge needed to perform the counseling

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