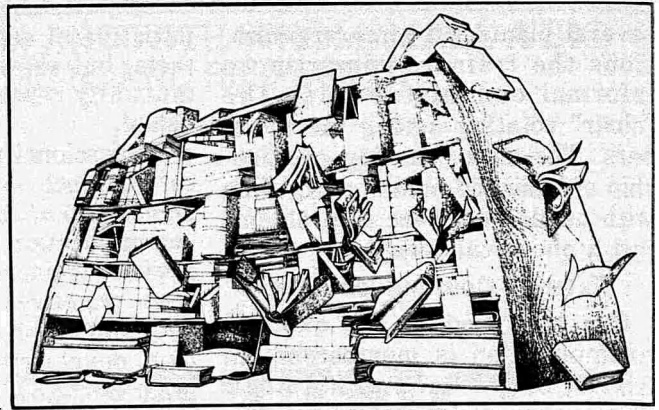
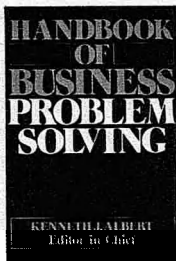


BOOK SHELF



Handbook of Business Problem Solving

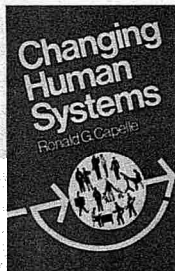
Showing how to cope with complex — but frequently encountered — problems in most areas of business activity, this book is designed to provide insights and advice for all middle- and top-level managers. A one-volume library of managerial expertise, the handbook investigates an array of diverse activities: management strategy and planning, staffing and development, marketing, human resources, cost control, etc. This resource follows a how-to format with step-by-step guidelines that are amplified further by actual case histories. Discussions also explore such topics as devising corporate strategy, identifying problem areas, making an executive search and others. 841 pp. \$24.95. McGraw-Hill.



Circle Reader Service No. 130

Changing Human Systems

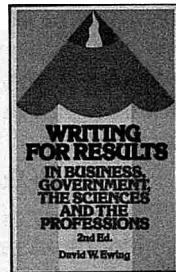
Ronald G. Capelle provides models for understanding and changing human systems at seven levels (intrapersonal, group, intergroup, organization, inter-organization and community). The book is written for practitioners and can be adapted for use by psychiatrists, staff training and organization consultants, and community development specialists. It is written in non-technical language and is designed to offer specific suggestions and examples for the practitioner through developmental questions and an annotated bibliography at the end of each chapter. 204 pp. \$14.95. International Human Systems Institute.



Circle Reader Service No. 119

Writing For Results

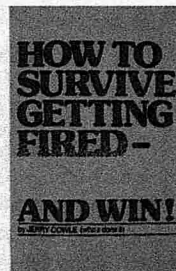
David W. Ewing has included various changes and revisions in this second edition, some of which are a new chapter on improving style, and a new chapter on writing for publication. The book contains rules and checklists for composition — from a chapter on correct usage to a chapter on analytical and advocacy writing. It contains concepts and philosophies designed to guide one's general approach to writing — from a chapter on psychology and persuasion to a chapter on visual aids. There is also some information on planning, organizing, writing, revising, and editing such writing as reports to management; reports to customers, clients, suppliers, associate firms. This issue could also be of assistance to writers in the hard sciences. 448 pp. \$18.95. John Wiley and Sons.



Circle Reader Service No. 117

How to Survive Getting Fired — And Win

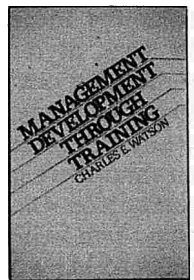
This book by Jerry Cowle covers: how to make the best possible deal with your soon-to-be former boss; which family members, friends, and business associates you should and shouldn't tell; what matters to take care of before you start the job hunt; and how to avoid depression and self-depression. There is also information on how to stretch your savings, and how to quickly resale yourself to the job market. Cowle presents methods for the job seeker on how to get the message to the job offerer. 193 pp. \$9.95. Follett Publishing Co.



Circle Reader Service No. 118

Management Development Through Training

Written primarily for training practitioners, this book is designed to give tips and techniques for designing and implementing training programs for practicing managers and supervisors. It covers the basic issues and problems that specialists face and offers suggestions for handling them. Charles E. Watson first examines reasons for management development and ways to improve learning. There are chapters on concepts of management and levels of learning and step-by-step strategies for researching needs and formulating the best program to meet the objectives. Coverage includes a discussion of various training methods, a timetable for the program coordinator, and a system for applying training. 340 pp. \$10.95. Addison-Wesley.



Circle Reader Service No. 116

Sweaty Palms

Fear of the unknown is one of the primary causes of nervousness in an interview. This book by H. Anthony Medley may help by telling you: what an interview is; the various types of interviews; how to control the content of the interview; how to parry tough questions; and how to relax. Mr. Medley covers the methods whereby both interviewer and interviewee can improve their interview techniques and style. It should make for interesting reading in that it is threaded with anecdotes that emphasize important points of being interviewed. 191 pp. \$4.95. Lifetime Learning Publications.

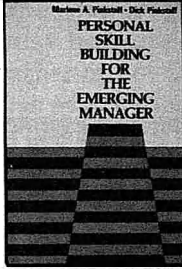


Circle Reader Service No. 131

Personal Skill Building for the Emerging Manager

This book by Marlene A. Pinkstaff and Dick Pinkstaff contains 13 chapters, each supplemented with skill-building suggestions and pointers. The text of each chapter is followed by an application section which consists of exercises, an idea for improvement and a revised section. The suggested answers to the review questions follow chapter 13. "Application sections" are designed for each participant to complete individually. 193 pp. \$7.95. **CBI Publishing Co., Inc.**

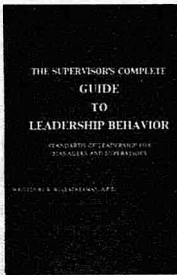
Circle Reader Service No. 129



The Supervisor's Complete Guide to Leadership Behavior

This book by R.W. Leatherman is designed for the supervisor or manager who knows that he or she isn't ready to be automated. It can also be utilized by the individual who wants some common-sense ideas on how to handle employee situations. It is a "how-to" book with step-by-step instructions for most leaders — a book that should allow you to "jump in and try the water for yourself" instead of filling you with fancy theories that just won't help you stay afloat. 87 pp. \$17.50. **Industrial Training Consultants, Inc.**

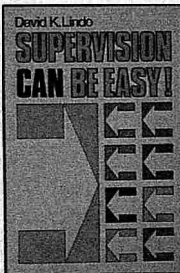
Circle Reader Service No. 124



Supervision Can Be Easy

David K. Lindo draws from his experience in management to show how anyone in a supervisory position can develop the necessary skills and tools. Mr. Lindo identifies five key areas that give supervisors trouble. Supervisors (new or experienced) can improve their performance by investing effort to solve these problems. The book and its illustrations are designed to start supervisors off on the right foot. In addition, the book can help the "old pro" perfect and polish his or her supervisory technique. 272 pp. \$14.95. **AMACOM.**

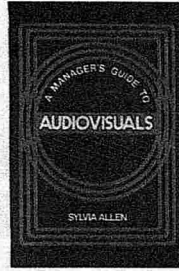
Circle Reader Service No. 120



A Manager's Guide To Audiovisuals

This is an introduction to the basics of A/V techniques. Sylvia Allen estimates that a half-million companies use some form of A/V in day-to-day communications. This book is designed to help companies select which media to use in light of the anticipated audience and objectives regarding that audience. Chapters discuss specifics of certain A/V media, giving a definition, methods of preparation and production, presentation techniques and various application suggestions. 182 pp. \$12.95. **McGraw-Hill.**

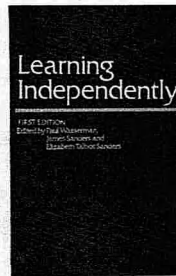
Circle Reader Service No. 121



Learning Independently

Adult education and continuous learning have become extremely widespread phenomena in this education-conscious age. This book contains 3,198 entries and offers a comprehensive directory of self-teaching materials, products and services which adults may use to improve their understanding and enhance their professional or technical skills through independent study. Learning and training products which require an instructor working with a class or group interaction are excluded from the listings. 370 pp. \$55.00. **Gale Research Co.**

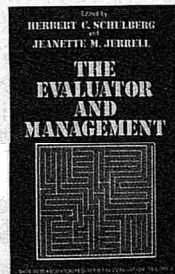
Circle Reader Service No. 125



The Evaluator and Management

This is one in a series of edited works designed to present notable, previously unpublished writings on topics of current concern to the evaluation community. The series grows out of selected papers presented at the Evaluation Research Society's annual meeting — to serve the needs of both research/methodology specialists and those interested in the application and policy implications of the evaluation. 159 pp. \$12.95 cloth. **Sage Publications.**

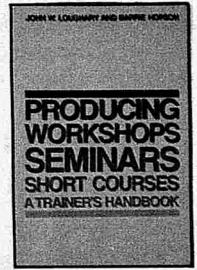
Circle Reader Service No. 123



Producing Workshops, Seminars and Short Courses

This book can provide a basic model for training programs that are one hour to four weeks in length, and it covers how the model can be used in a variety of contexts. Differences between short-term training and traditional instruction are discussed in the opening chapter. Annotated references are also provided. Emphasis is placed on how to select and to use materials and procedures and how to develop a "climate." 202 pp. \$15.95. **Follett Publishing Co.**

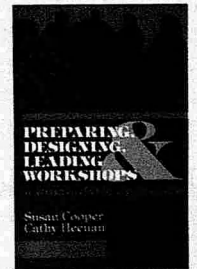
Circle Reader Service No. 122



Preparing, Designing and Leading Workshops

In three sections that combine theory with practical application, Susan Cooper and Cathy Heenan examine the components essential to workshop success. The book begins by identifying the various elements that can make or break a workshop. Next, the authors show how to approach the actual design process in five steps. The third section focuses on the workshop leader. The qualities, behaviors, and functions of an effective group leader/teacher/trainer are described. 152 pp. \$9.95. **CBI Publishing.**

Circle Reader Service No. 126



Power Negotiating

John Ilich spells out techniques anyone can use to win in most personal or business negotiation. These techniques have been tested in countless negotiations, some of which involved millions of dollars. All of the techniques are explained and illustrated in a practical manner for ease in application in any type of negotiating, regardless of the amount of money or the number of people involved. The book defines what negotiating power is, then demonstrates how and when it should be used. 169 pp. \$8.95. **Addison-Wesley Publishing.**

Circle Reader Service No. 128

