

Book Reviews

BRAINSTORMING

Charles H. Clark

Doubleday & Company, Inc.,
Garden City, New York, 1958

262 pages, \$4.50

Reviewed by DR. EUGENE E. JENNINGS
Michigan State University

This latest addition to the subject of creative thinking is a distinct improvement and probably one that will adequately cope with the problem of showing specific examples of the use of brainstorming. These many examples of brainstorming keep Charlie's book down to earth and of an immediate interest to people in all walks of the business enterprise. Heretofore, brainstorming has been gradually categorized as a fad that will eventually go the way of all. However, in Charlie's book there are impressive illustrations that brainstorming is not in a decline as a managerial tool but rather is increasing and in many cases has become an established procedure. Furthermore, there is indication that the tool is well on its way as a force in helping to loosen up the typically rigid culture of business.

The reviewer highly recommends this book as a distinct contribution to the growing use of creative thinking.

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TEN COMMANDMENTS FOR WRITING LETTERS THAT GET RESULTS

John P. Riebel and Donald R. Roberts*
Printers' Ink Books, Pleasantville, N. Y.
184 pages, \$6.00

In this new simplified approach, the authors apply their principles of good

letter-writing to all letters. They show how to apply these rules to letters in response to a simple inquiry, letters answering a complaint, dunning letters, letters to suppliers, customers, salesmen, sales letters and the many other letters that go out from every office every day.

More than the basic rules of business letter-writing, the latest ideas are included: the NOMA Simplified Form; pages of helpful suggestions and examples of modern ways to open and close a letter; the latest ideas on conversational style and how to achieve it; new ways of giving business letters a pleasing personality.

Thirty business letters are reproduced full size in the authors' Hall of Fame at the end of the book. You'll find many ideas for letter style—that extra touch to individualize a company to produce the letter that will be acted upon and remembered.

*Mr. Roberts is Associate Editor, *Journal of the ASTD*

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THE AGE OF PSYCHOLOGY

Ernest Havemann

Simon and Schuster, N. Y.
\$3.50 cloth, \$1.00 paper

Reviewed by MERLE E. ROBERTS
Associate Editor, *Journal of ASTD*
Bell Sound Systems, Inc.
Columbus, Ohio

Mr. Havemann's layman's guide to psychology and its application does an excellent job of tracing the development of the science of psychology and its ap-

plications in present day affairs, based on the Life Magazine series for which the author gained the annual prize of the American Psychology Foundation for distinguished writing in the field of psychology.

It is designed primarily for the individual who has had no training in the area of psychology. Those who attempt to use it for course material or as a training text in industrial psychology would be disappointed, but it spells out very clearly for the novice the applications of psychology to industry, school, and everyday life.

It also discusses in basic terms the subjects of psychoanalysis and the problems of mental health. Present day concern with what has been the "Black Magic" of the college curricula will make this a popular volume, but the student who seeks to apply any of its principles will find that this short book only whets his appetite.

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INTRODUCTION TO WORK STUDY

International Labor Office, Geneva, 1957
(\$3.50)

(350 pgs - Limp Binding)

Reviewed by ELLIS H. WOOLLEY

Training Officer, Naval Supply Center
Oakland, California

Senior Member, AIEE

President, Northern California Chapter

American Material Handling Society

Chairman, Chapter Org. & Admin. Comm.
ASTD

This is primarily a book on Work Simplification for training men. A foreword says it is intended for use over

the world by persons trained and to be trained in different countries with different terminologies. Noting that such conditions will be bound to eventuate in a compromise of language and terms, these matters that might otherwise prove a weakness tend to be the strength of the work as a whole so far as a training director or teacher is concerned.

In the first place, it is written in English; the best of English. I am reminded of the same quality of word usage and descriptive phrases found in the famous Productivity Reports of the Anglo-American Council of Productivity published within the last few years following the visits of the British teams to America. Many will recollect the valuable analysis and reports on Training, Management Development, the Universities and Industry Report, as well as those on industrial processing, materials handling, etc.

In this recent "Introduction to Work Study" most of our success achieved in sixty years in the realm of work improvement methodology is treated fully and clearly. The trainer will find concise statements of the philosophy of productivity, the standard of living theory, and application of both to individual enterprise.

Over a third of the book deals with systems of method study, all well illustrated. Another third delineates work measurement factors and relates other techniques such as "synthetic times," "predetermined time standards," and others. Concluding is an excellent chapter on the "Organization of a Work-Study Department."

A special boon for the Training Director, Part Four is a collection of nine

appendices that includes everything else one might want to know; how to use the book as a teaching aid, how many sessions and content of a training course at any level, and a book list that will convince the possessor of this book he has a real synthesis of the subject of work simplification.

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BETTER HANDWRITING

Paul V. West

Barnes & Noble, Inc.
105 Fifth Avenue, N. Y. 3, N. Y.

Reviewed by MERLE E. ROBERTS
Associate Editor, *Journal of ASTD*
Bell Sound Systems, Inc.
Columbus, Ohio

This recent publication puts new light on an old problem, that of maintaining proper handwriting. Unfortunately, in this country, we seem to have adopted the thesis that the more successful you are, the worse your handwriting should be. Progressing from the correctness of the push-pull circle and stroke method of grade school, most of us move to a scrambled scratching signature which is hardly recognizable.

This very excellent little booklet describes some of the basic techniques of handwriting and those common handwriting faults which with a little attention and the adoption of some of the measures suggested by the author, the individual could profitably increase the quality of his handwriting.

This should be especially helpful in organizations where many written forms

are used and is even worthwhile from a personal standpoint in making one's handwriting legible to others.

Noted From Other Publications

MANAGER TRAINING PROJECT MEETS MANAGERS' STATED NEEDS, *Personnel Journal*, February 1958.

MANAGEMENT DEVELOPMENT FOR THE PERSONNEL MAN, *Personnel Administration*, January-February 1958.

A READING IMPROVEMENT PROGRAM IN INDUSTRY, *Journal of Developmental Reading*, Winter 1958 (Purdue).

NOW TRAINING FOR PRODUCTION IS A PLAY-IT-TO-WIN GAME, *Factory Management and Maintenance*, March 1958.

MEASURING ORGANIZATIONAL PERFORMANCE, *Harvard Business Review*, March-April 1958.

INCREASING PRODUCTIVITY OF SCIENTISTS, *Harvard Business Review*, March-April 1958.

HOW TO CREATE YOUR OWN SKILLED LABOR, *Management Methods*, March, 1958.

ARE THE SERVICES REALLY TRAINING MANAGERS?, *Armed Forces Management*, January, 1958.

THE SUPERVISOR'S ROLE IN NEED-SATISFACTION, *Management*, March, 1958.