

Book Reviews

PRINCIPLES OF ADMINISTRATIVE AND SUPERVISORY MANAGEMENT

by J. E. Morgan

Prentice-Hall, Englewood Cliffs, NJ 07632

372-page hardback

\$11.95

This would make a fine text in a supervisory training program. An unusual aspect: it is written by a training director, not an academician. The author is with Georgia-Pacific. In his book, he treats management as a universal process applying to both the administrator and the supervisor regardless of field. Covered also are both theory and practice, integrating the principles of McGregor, Likert, Maslow, and Herzberg with practical how-to instructions.

The book presents communications as a separate yet integrated process of management, in Chapter 4. Chapter 5 covers managerial economics, stressing the profit-cost relationship in management decision making.

Each part of this book has a definite objective in mind: (1) to develop management-mindedness; (2) to develop people-mindedness; (3) to develop supervisory skills; (4) to develop management techniques.

Discussion questions and more than 30 case studies are included. There are 20 chapters with four sections: Management Process, Human Relations, Supervisory Skills, and Management Techniques.

The separate instructor's guide suggests a course outline, instructional methods, assignments, outside reading and films. It has answers to case studies, a 50-question exam for each of the four parts of the book, and exam answers. Ask for the guide when you place your book order. It is free.

THE JOB REVOLUTION

by Judson Gooding

Walker and Company, 720 5th Ave., New York, NY 10019

213-page hardback

\$7.95

Interviews at all levels of employment around the country form the bases for this book. It offers an up-to-date appraisal of the new attitudes toward jobs, with particular emphasis on the feelings of younger employees.

"In the past, jobs were just thought of as tasks to be done, not as something to be questioned or evaluated," Gooding writes. "Now...jobs are often thought of as temporary. . . . Considerations of security are almost never a factor today, despite current economic problems, because none of the younger workers have ever had to worry about security in their lifetimes.

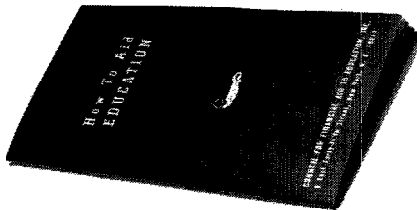
"Educational levels are higher and expectations are rising accordingly," Gooding finds. This is true at practically all levels of work, from blue-collar to professional jobs. Today's worker knows public policy will not allow him to starve. A job is chosen now, in part, for the fulfillment it offers.

Charles H. Vervalin
Book Review Editor

This fundamental change has led some enlightened companies to make radical transformations in work implementation. These new approaches have generated some remarkable successes, the book says.

Gooding writes about what is happening to work today—how jobs frustrate employees, the roles of supervisors confronted with the new work ethic, and what is likely to happen in the working world tomorrow. The book is revealing and significant both for those who train employees and those who direct them.

Books reviewed in this column are not available through ASTD, unless so specified. For further information on any title reviewed, write directly to the publisher, whose address is listed beneath the title.



THIS FREE BOOKLET WILL COST YOU MONEY.

It tells you why colleges need financial help.

It tells you that tuitions pay only 1/3 the cost of a college education. That somebody has to make up the other 2/3.

It tells you why your company, which benefits from colleges—if not this graduation, then the next one, or the one after that—should pay its share.

We're not only asking you, we're asking everyone.

For your free copy of "How to Aid Education," write to: Council for Financial Aid to Education, 6 E. 45th St., New York, N.Y. 10017.

DOES YOUR COMPANY HAVE AN AID-TO-EDUCATION PROGRAM?



advertising contributed for the public good



The Eye of the Beholder



"... we see what we want to see,
hear what we want to hear..."

The film classic on perception and human relations ...for training use.

An outstanding film that skillfully dramatizes the critical aspects of PERCEPTION... a subject that shapes everyone's life daily. Widely used by universities, high schools, industry, government, military, hospitals, churches, and mental health and rehabilitation programs. A film to help the viewer develop greater awareness, insight and in-depth understanding of his fellow man. A film to stimulate involvement and discussion in...

- industrial supervision
- business administration
- occupational counseling
- in-service training
- manpower development
- employee relations
- speech communication
- social work • sales
- law enforcement • marketing
- urban development

... or wherever sharpened insights to self-projection, prejudice, motives of self or others, active listening, snap judgments and other elements of perception can aid in interpersonal relations.

THE EYE OF THE BEHOLDER, a 25-minute film, is available in b&w and also in "mood" color to promote greater psychological impact and viewer recall.

16mm "mood" color in English, Spanish or French: \$300.00.
16mm b&w in English: \$250.00.

Send today for FREE 16-page discussion leader's guide.

Stuart Reynolds Productions, Inc.

9465 Wilshire Blvd., Dept. 14
Beverly Hills, California 90212
Telephone (213) 274-7863