

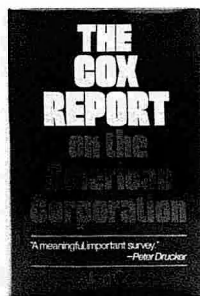


Execucomp: Maximum Management With the New Computers

The difficulty many managers have in applying the sophisticated technology that is now available to them is the impetus behind *Execucomp*. F. Warren Benton says that many managers are caught in a running battle with programmers, systems analysts and the machines themselves rather than using the technology to do work. *Execucomp* is intended as a review of computer uses for planning, organizing and controlling large and small businesses and government organizations.

The foci are on microcomputers, intelligent terminals of larger computers and advanced office technologies, and how these apply to the management issues of productivity improvement, the impact of computers on employees and the effects of computers on organizations. Procedures for planning and implementing computer systems are presented.

Benton surveys 16 applications programs, including operations systems, spread sheet programs, resource management systems and executive support. Common problems managers have with computers, small business applications, security and standards for executive competence are also covered. 270 pp. \$19.95. John Wiley & Sons, Inc., 605 Third Avenue, New York, NY 10158.



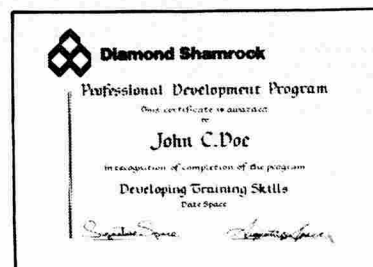
The Cox Report on the American Corporation

The growth in size of newspaper business sections in recent years shows that business itself is *news*, says Allan Cox, who has written this book to "help satisfy our appetite for information and knowledge about corporate life."

The Cox Report is a study based on the answers to a confidential questionnaire given to 1,086 top and middle executives of 13 major U.S. corporations. The information is divided into five topics: what corporations value; how corporations function; how corporations succeed and fail; what executives are like; and how executives succeed. Specific topics within the broad areas include paths to the top, paternalism, recruitment standards, subsidiary and division autonomy, subordinate relations, MBAs, compensation, advancement for women, competitive styles, mentors and bosses.

The book is not intended as a how-to guide in the strict sense, but may serve as a manual for any person who seeks to improve his or her performance in the corporate setting. 451 pp. \$21.95. Delacorte Press, 1 Dag Hammarskjold Plaza, New York, NY 10017.

Traditionally correct printed Certificates for Training Programs



Now you can obtain the classic elegance of hand-lettering with the economy of printing for your continuing award programs. Using your wording, our master scroll artists will create an original art certificate for you. We'll print and store a supply and hand-letter the recipients name as needed.

Call or write for FREE descriptive Brochures:

AMES & ROLLINSON, INC.
215 Park Ave. So., Dept.: A4
New York, N.Y. 10003 (212) 473-7000

Circle No. 109 on Reader Service Card

Is it time to earn your Masters Degree?

You **can** earn an M.A. while maintaining work and family responsibilities. Plan and implement a Masters study in a major area of concentration in conjunction with a Program professor. Complete your study at home in consultation with a local mentor. No required evening or weekend classes, and no on-campus residency.

The Graduate Program, Box 62, Vermont College of NORWICH UNIVERSITY, Montpelier, VT 05602 (802)229-0522.



Vermont College is a division of Norwich University which is accredited by NEASC.

Circle No. 151 on Reader Service Card

OUR ANSWER TO YOUR TRAINING NEEDS!!!

Six exciting publications now available to you!!!

Take a minute and review six titles that we've added to our Professional Publications List. You'll find new and practical approaches to a variety of situations dealt with on a day-to-day basis.

Order Your Copies Today!!!

- **TRAINING FOR TRAINERS**
by Dr. Herman Birnbrauer, P.E.
A basic, practical, how-to book for all trainers. **\$25.00**
- **MANAGING THE HRD FUNCTION**
by Dr. Herman Birnbrauer, P.E. and Lynne A. Tyson
A concise book that deals with twelve (12) major areas of Human Resource Development. **\$18.00**
- **EFFECTIVE PERFORMANCE APPRAISAL TECHNIQUES**
by Dr. Herman Birnbrauer, P.E.
Complete program for conducting and preparing for performance appraisals. **\$10.00**
- **A POSITIVE APPROACH TO DISCIPLINE**
by Dr. Herman Birnbrauer, P.E. and Lynne A. Tyson
A result of fifteen (15) years experience of preventing problems requiring punishment. Discipline must be corrective to be effective. **\$18.00**
- **THE NEWLY APPOINTED SUPERVISOR**
by Dr. Herman Birnbrauer, P.E.
Designed to prepare potential or newly appointed supervisors with practical knowledge. **\$10.00**
- **LABOR RELATIONS FOR SUPERVISORS**
by Dr. Herman Birnbrauer, P.E.
Written for supervisors by someone who has been a union official, manager and an arbitrator. **\$20.00**

CALL OR WRITE



Institute for Business and Industry
1927 Bristol Pike
Bensalem, PA 19020
(215) 639-4660

Circle No. 126 on Reader Service Card

ONE-DAY SEMINARS

April 3-June 20, 1984
Washington, DC/Boston/
Philadelphia

Achieving High Performance
Jerry L. Fletcher

Developing Your Presentation Skills
Eva Schindler-Rainman

New Forms of Influence
Barbara Greig

Introduction to New Organization Structures
Allan Drexler, George Ford

The Human Element
Will Schutz

Performance Excellence: The Role of Nutrition and Stress Management
John D. Adams, Donald R. Land

Limited Resource Management
Gordon Lippitt, Ronald Lippitt

Synergetic Communication
Paul Nash

Career Development in Organizations: What Works?

Beverly Kaye, Caela Farren,
Zandy Leibowitz

Save with Early Bird Registration!
Call for brochure, details.



P.O.B. 9155
Rosslyn Station
Arlington, VA 22209
Tel: 703/527-1500

Circle No. 139 on Reader Service Card



Managing Performance: A Comprehensive Guide to Effective Supervision

The job of supervisor is potentially the most satisfying assignment in today's world of work because it allows for the expansion of influence and accomplishment beyond the individual's capacity to produce, according to Marion Haynes. Haynes presents a six-step model to help supervisors identify and develop the skills necessary for effective management and shows how he believes they should relate to personal and organizational goals.

The first two chapters focus on leadership style and gaining knowledge about the members of the work group. These subjects provide the foundation for the six steps of Haynes' model: establishing performance expectations; monitoring progress; evaluating performance; providing feedback; promoting and terminating; and developing performance improvement plans. Concepts from the performance management system are used to address the issues of delegation, performance problems and managing group performance.

The book ends with a case study that shows how to apply the proposed model. Forms and checklists are also provided to help the reader gather information, determine leadership style and evaluate performance. 394 pp. \$25.00. Lifetime Learning Publications, Ten Davis Drive, Belmont, CA 94002.



Improving Performance for Safety and Health

The Occupational Safety and Health Act has focused on the enforcement of regulations and standards, but the education of the work force about safety and occupational health has lagged behind developments in instructional systems and organizational behavior, says author Kingsley Hendrick. This book is intended to provide a framework for applying organizational and instructional developments to the safety and occupational health effort by using techniques and concepts from training, education and adult development. Hendrick believes that safety and occupational health must be an integral part of all the organization's activities, and that the techniques for improving employee health and safety performance are not different from those for improving productivity, motivation or the quality of work life.

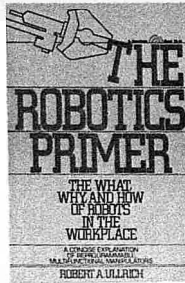
Chapters cover how internal and external environments affect safety and health; principles of behavior change; planning; the instructional systems development model; needs analysis and objectives; and specialized training methods. 242 pp. \$35.00. Garland STPM Press, 136 Madison Avenue, New York, NY 10016.

The Robotics Primer

A manufacturing company that uses robots was allowed to locate in a rural Tennessee town because the firm would create job opportunities. Robert Ullrich believes that there is a lesson to be learned from the town and its small robot population: We must gain the wisdom to know when to change, and what not to change. He says that our attitudes toward business risk, competition, taxation, government regulation and other factors affecting national productivity are in need of reassessment.

The goal of *The Robotics Primer* is to provide a concise, accurate explanation of the what, why and how of robots in the work place so that managers and lay persons can better understand and prepare for the advent of robotics technology.

Among the subjects Ullrich explores are: current and future uses of robots; organizational, managerial and social issues precipitated by robotics; how principles of robotics compare with those of conventional automation; how robots work; the economics of robot labor; and the future social consequences of a robot economy. 121 pp. \$8.95. Prentice-Hall, Inc. Englewood Cliffs, NJ 07632.

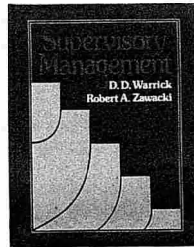


Supervisory Management

The biggest shift in job responsibility often occurs when one becomes a supervisor. D.D. Warrick and Robert Zawacki discuss the challenges that supervisors face in a rapidly changing environment, with a focus on the importance of sound supervisory practices, how to understand and develop people and how to achieve high employee productivity.

Each chapter moves from theory to application to experiential learning in order to facilitate reader comprehension. Chapter one presents an overview of the format and contents of the book. Subsequent chapters are devoted to specific aspects of the learning format.

Chapters on building a supervisory philosophy, developing personal and professional potential, improving group effectiveness, labor relations, and stress and formal communications, as well as traditional supervisory management material, are included. 410 pp. \$24.50. Harper & Row, 10 East 53rd Street, New York, NY 10022.



**DOUBLING
IDEA
POWER**



STIMULATE IDEAS!!

IN THE 80's

A packaged training program in **Creative Problem-Solving & Decision-Making** for Managers, Supervisors, Educators and others.

You can help your People break loose! Stimulate fresh ideas! Solve all kinds of problems **creatively!**

All types of organizations have successfully conducted 6 to 12 hour work-shops using the kits. Can be used independently or as a part of other management programs.

Kit includes: Comprehensive Leader's Guide, 10 Workbooks, 10 Creative Process Booklets, 3 Color Filmstrips (or Slides), 4 Audio Cassettes, \$350 (filmstrips) \$410 (slides) \$475 (Video) \$15 Preview (filmstrip version).

WRITE OR CALL FOR BROCHURE AND OR PREVIEW

M.O. Edwards, Ph.D.

IDEA DEVELOPMENT ASSOC.

P.O. Box 167

Palo Alto, Calif. 94302

(415) 329-8051

Circle No. 125 on Reader Service Card

**EARN YOUR
DOCTORATE
WITHOUT
INTERRUPTING
YOUR CAREER**

As a full time professional in business, psychology, education, government, health service, you can expand your opportunities as you've always hoped to. Start now on your individualized program. After intensive study on campus summer session, or 10 week-end seminars, you continue to progress toward your degree with outstanding faculty counsel on a self-paced schedule. Completion is possible in one or more years. Prerequisites include advanced graduate work.

Call or write today for catalog and information:

W Dept. T
Walden University
1-800-237-6434

607 Marquette Ave. #307, Minneapolis, MN 55402
801 Anchor Rode Drive, Naples, FL 33940
1710 West Cameron, #204, West Covina, CA 92790

Circle No. 152 on Reader Service Card