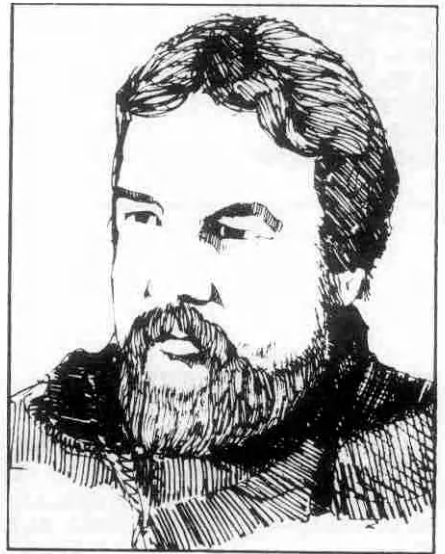


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BY MICHAEL H. COOK, Editor

"OUR NEW 'ONE-TWO' EDITORIAL PUNCH — DICK BOLLES AND WARREN BENNIS"



Last February, in this column, I introduced the *Journal's* new graphic changes, discussed the results of our readership survey and promised additional changes — "all in an effort to provide you with the type of information that will help you grow both professionally and personally."

This month, as a part of that promise, it is my pleasure to introduce a new, "one-two" editorial punch that will help the *Journal* to continue offering an unparalleled level of top-quality editorial matter . . . our two new columnists, *Richard Bolles* and *Warren Bennis!*

Working on a rotating or bi-monthly schedule for the next 12 months, these two notables will be focusing their commentaries on subjects of interest to all members of the HRD profession.

Before I get into the backgrounds of both columnists, I would like to express my sincerest thanks to *Len Nadler* for serving as our guest columnist during the past year. The reader response to Len's column was overwhelming, and he tells me he is still responding to the letters received from colleagues.

"Richard Bolles On . . ."

Kicking off his column in this issue (p. 22) is *Richard Bolles* — the man *Change* magazine has called "the world of placement's number one celebrity." The National Association for Law Place-

ment has described him as "probably the most widely read and respected leaders of the career/life work planning fields."

On the best-seller list since 1975, he is the author of three books, the best known (1.5 million copies) being *What Color Is Your Parachute? A Practical Manual for Job Hunters and Career Changers* (revised annually).

Harvard Business Review called this book "one of the finest contributions to literature on life/work planning . . . a guide that can be used effectively by any individual interested in determining his or her job objectives and career goals."

Business Week had the following to say about Bolles' work: "A deadly serious book with a light-hearted spin . . . covers the ground and offers a wealth of additional sources."

The *Washington Star* hailed the workbook he co-authored with *John Crystal*, *Where Do I Go From Here With My Life?*, as a "masterwork in career literature."

These two books in addition to his life/work planning tome, *The Three Boxes of Life and How to Get Out of Them*, have helped to identify *Dick Bolles* as a leader in the Life/Work Planning and Career Development fields.

In addition to his writings, *Dick Bolles* is internationally known as a speaker and master teacher. He has spoken widely throughout the U.S. and Canada, including serv-

ing as a keynoter at ASTD's 1981 National Conference in Boston last May. He has appeared on national television and radio, as well as in numerous magazines. Presently serving as the director of the National Career Development Project, he is headquartered in Walnut Creek, Calif.

"Warren Bennis On . . ."

Warren Bennis, our other distinguished columnist, has spent the past 25 years evolving in several different directions — all at once!

Bennis' life has been divided into two stages. First came a successful career as a behavioral scientist and teacher, primarily at MIT's Sloan School of Management, where he also received the Ph.D. degree in economics and social science. In the "faculty years," Bennis and colleagues began to revolutionize management's ideas about the most effective means of motivating employees and thereby increasing productivity.

The second career of Bennis' life involved a move into the "real world" of practicing management. It began in 1967, when he became convinced that the men who make history are significantly different from those who write it — and he had to do both. To test his theories of management, he became provost and executive vice president of New York State University at Buffalo. He moved on, in 1971, to become president of the country's