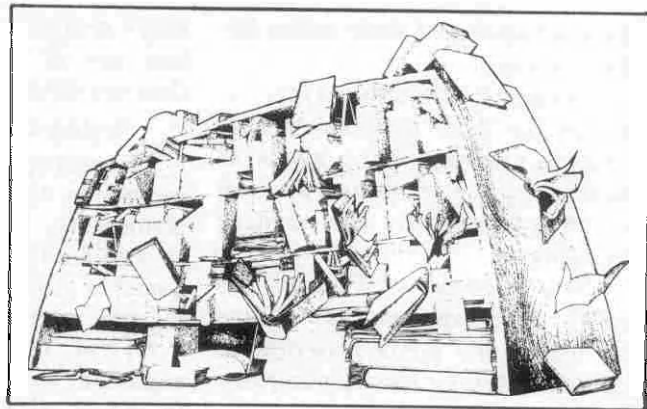


# BOOK SHELF



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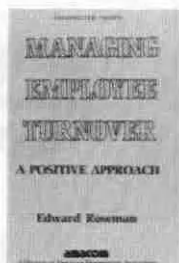
## Media Center Management

This book has three major objectives: (1) To provide techniques that have practical applications for the management of media center programs; (2) To present management concepts relevant to media support services; and (3) To serve as a practical supplemental text for students taking courses in media-center program management. William T. Schmid does not place emphasis on theory, but rather the practical, sometimes frustrating, realities of managing a media center. 232 pp. \$16.95 (paper). **Hastings House.**  
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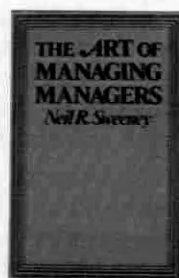
## Managing Employee Turnover

In this work by Edward Roseman, the emphasis is on common-sense actions for preventing heavy employee turnover. How much turnover is too much? Why do some employees stay and why do others leave? Dr. Roseman reviews these and other questions, clarifying the problems that lead to employee dissatisfaction. He proposes an "early warning" system that emphasizes the importance of the relationship between employee and supervisor. 325 pp. \$17.95. **AMACOM.**  
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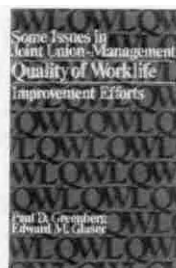
## The Art of Managing Managers

Neil R. Sweeney has written this book to assist middle managers in building skills that are unique to their level of management. The author presents 17 skills that are uniquely the middle manager's. The assumption is that a middle manager has competent first-line management skills. Mr. Sweeney helps the reader answer the questions: (1) What makes your job different from that of a first-line manager? (2) What skills do you think a person should have? (3) What are the three most important management responsibilities you have? (4) What training did you receive? (5) What topics would you include in a training program? 147 pp. \$11.95. **Addison-Wesley Publishing.**  
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## Quality of Worklife

Viewpoints of both trade union officials and management people on labor-management cooperation in quality of worklife (QWL) improvement efforts are reported in this monograph by Paul D. Greenberg and Edward M. Glaser. The authors summarize the views expressed by trade unionists from 20 international unions. In addition, they present an analysis of the views of a group of management people on the issues and viewpoints of the trade unionists. The authors also develop a number of policy implications relating to joint union-management QWL improvement efforts. 85 pp. \$4.00. **W.E. Upjohn Institute.**  
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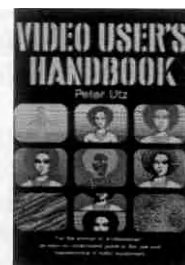
## Building a Career

The impact of early job experiences and attitudes on later career developments is examined in this book by Joseph A. Raelin. The author takes an interdisciplinary approach and utilizes data from the youth cohorts of the National Longitudinal Surveys to consider whether the initial job experiences and attitudes of young people are critical in shaping their ultimate employment experience. The intent of the analysis was to consider whether the qualitative aspects of initial job experience have any significant effect on later work experience. The author concludes with a number of policy recommendations for overcoming bad first-job experiences. 178 pp. \$4.50 (softcover). **W.E. Upjohn Institute.**  
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## Video Users Handbook

This handbook shows the reader how to get professional quality results from television cameras, videotape recorders, and other video equipment. Since it is written in non-technical language and requires no prior electronic knowledge, it is of special interest to novice and professional alike and can also be used as a classroom text. Illustrated with instructive diagrams, photographs, TV screen reproductions, this hands-on manual covers many aspects of video production in detail. The guide also features a videotape recorder compatibility chart. 410 pp. \$19.95 (hardcover). **Prentice-Hall.**  
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## Managing the Interview

With employee productivity more essential than ever, selection and appraisal interviewing has become a critical management function. Written specifically for the line manager, this book is designed to transform the way you approach and tackle the interviewing role. Richard F. Olson points out what can get in the way of sound interviewing decisions and how to minimize bias and misinformation. 183 pp. \$7.95.

**John Wiley and Sons.**

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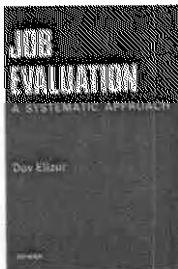


## Job Evaluation

The purpose of this book is to present an approach to job evaluations that provides a scientific basis for equitable pay systems. Dov Elizur points out that conventional schemes of job evaluations often lack rigorous criteria for comparing jobs or clear principles for item selection and rely on manipulations with item scores which have no theoretical or technical justification. The book contains a step-by-step description of the process involved. 165 pp. \$37.25.

**Renouf/USA.**

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## A Business Information Guidebook

Dividing the areas of business into 83 different categories such as advertising, banking, insurance, real estate, and public relations, Oscar Figueroa and Charles Winkler provide details on more than 300 published sources of information — reference books, newsletters, and periodicals including what the source is, who produces it, what information it contains, its special features, how much it costs, and how often it is published. 190 pp. \$19.95.

**AMACOM.**

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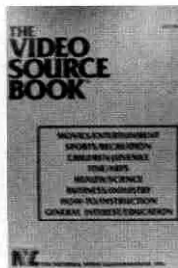


## The Video Source Book

This second edition lists over 30,000 individual prerecorded video program titles available on videotape and video-disc. The title information in this reference book was compiled by combing the contents of nearly 500 video and film catalogs from as many wholesale distributors. The video-disc portion of the book lists all of the titles currently announced on video-disc. As more titles become available, they are added to the files of the publisher. 1,259 pp. \$59.95.

**National Video Clearinghouse.**

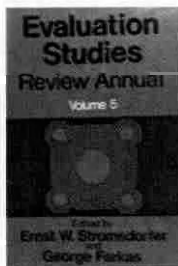
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## Evaluation Studies

This volume features econometric analysis of social programs, experiments, and demonstrations recently completed. The papers included in this book present an approach to the evaluation of policy regarding a wide range of social issues, with emphasis on: subsidized job creation and training programs, industrial safety regulation, etc. The editors present some of the most current state-of-the-art quantitative program evaluation and display answers to the social policy questions addressed. 800 pp. \$35.00.

**Sage Publications.**  
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## People Productivity In Retailing

Step-by-step Dion Friedland, Richard Israel and Edith Lynch take you through the stages of planning your manpower needs, hiring, deciding on salary levels, setting up rules, training your employees, measuring their performance, and communicating effectively with them. Actual personnel forms, handbooks, letters, and guidelines used by successful retailers are reproduced in the book to illustrate each topic. There is also a bibliography to help you find further information concerning retail personnel. 199 pp. \$18.95.

**Lebhar-Friedman Books.**

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## The Quality Productivity Connection

This book, by John C. Shaw, is based on insights evolved from practical experience by the author while a consultant and manager. The conceptual breakthrough of the book lies in recognition that a single set of management policies can serve to enhance both the quality of services rendered by an organization (as it is perceived by its customers) and also the productivity of providers of those services. 143 pp. \$11.95.

**Van Nostrand Reinhold.**

*Circle Reader Service No. 203*



## Improving Productivity Through People Skills

This book describes a model which you can use in interacting with the people in your organization, and the authors, R.E. Lefton, V.R. Buzzotta and Manuel Sherberg, explain the interactional skills with which you can boost your own productivity and that of the people you work with. The authors point out why certain skills should be employed in certain situations, and in each instance the psychological underpinnings are explored. The major thrust of the book is that managerial behavior can be improved. 504 pp. \$22.50.

**Psychological Associates.**

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## Instructional Technique

This is a reflection of Ivor K. Davies' years of experience as a trainer and learning technologist. This book offers practical, down-to-earth guidelines for creating successful learning experiences in both classroom and work environments. Without being an encyclopedia, the book is comprehensive in its coverage of the principles underlying effective instructional technique. Each chapter is prefaced with a short and comprehensive statement of objectives. 369 pp. \$12.95.

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