

## BOOK REVIEWS

### THE NOW EMPLOYEE

by D Nadler

Gulf Publishing, Box 2608, Houston, Tex 77001

180-page hardback

\$7 95

This is the best definitive book to date that realistically discusses the nature of the youth revolution and its impact on the world of work. Of more significance this book is written by a young recent college graduate who has been a part of the present day work force and who is now attending graduate school.

Initially, the book examines who the NOW (New Orientation to Work) employees are and what factors influence the climate surrounding the young generation. The author analyzes young employees' values, attitudes and desires — not only in relation to society, but also in relation to the total scope of the work environment.

The second half of the book is devoted mainly to how the work organization can respond to the NOW employee. The author alerts the reader to the problems one can face in dealing with young employees. He also offers sound strategies for eliminating conflict and promoting an atmosphere of cooperation and mutual growth.

The book then presents an in-depth review of why and how the organization should respond to the NOW employee. There is also an analysis of the relationships that exist between the supervisor and the young employee.

The NOW employee "gap" should be of particular interest to members of the training profession. And this book demonstrates the relationship between human resource development and the NOW employee.

To quote from the publisher, "The NOW employee is either an asset or a liability to an organization. The determining factor is the way in which these employees are supervised, managed, trained and developed."

The publisher offers a 23-minute videotape or 16mm film of student interviews, plus instructor's manual and participants' workbooks. These are designed to accompany the book when used in a training program.

NEALE CHALOFISKY  
*Doctoral Candidate*  
*(Human Resources Development)*  
*George Washington University*

### THE PROFESSIONAL JOB HUNTING SYSTEM

By R. Gerberg and G. Shannon

Performance Dynamics, 17 Grove Ave., Verona, N. J. 07044

280-page hardback

\$14 95

The recession has affected all professional job markets. Training is no exception. That's why the training professional who is out of work, or who is seeking a new opportunity, will find this book useful. I loaned my review copy to a training-director friend in Houston who had been unemployed for some time. She applied recommendations in the book, landed a good job, and claims she is convinced the authors provided a "winning formula."

The book gives a systematic approach. Phase 1: Planning, you set the framework by deciding on salary and position goals, industries and firms of primary and secondary interest. Phase 2: Writing of materials, do's and don't's of resumes and letters. Phase 3: Execution, strategies for making contacts and getting interviews. Phase 4: Converting Interviews to Offers.

CHARLES VERVALIN  
*Book Review Editor*

Ample examples of winning letters, resumes, ad campaigns and job-seeker's checklists are included. There is one section I would regard as superficial — a list of "major employers" in the U.S. The authors themselves admit to the list's limitations and omissions — but it is a start for those who don't want to explore the other research alternatives in the book

The book is clearly written and has a good, clean format — it's easy to find your way around inside the covers

### TECHNICIAN TRAINING

By J R Brydle

Brydle Associates, P O Box 2177, Princeton, N J 08540

220-page hardback

\$8 95

This book is designed for newly-appointed instructors, course developers and training managers who have no background in instructional technology. It is actually three books in one. The first or major part details an eight-step procedure for developing training materials such as lab exercises, tests and instructor's guides.

The second major part describes the techniques for presenting these materials in "live" conference and lab situations

The third major part uses a simulated case study to explain how to build training organizations and facilities from scratch.

This book is well illustrated with appropriate charts and photographs. The eight steps covered: Know the subject well, set terminal objectives, develop test questions, develop course outline, develop instructor's guide, develop audio-visual aids, conduct pilot classes, revise materials.

Also included is a detailed discussion of five "major principles" on how to instruct. Briefly, these are: question continually, properly sub-divide lab demonstrations, be positive and dynamic, keep the student successful and confident, stress practice rather than theory.

This is a real how-to-do-it book, combined with case histories.

### TRAINING CREATIVE THINKING

edited by G A Davis and J A Scott

Holt, Rinehart and Winston, New York, N Y 10017

302-page softback

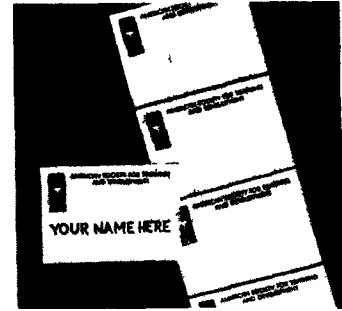
\$5 00

This anthology draws from the varied experience of 28 writers on creativity and creative problem solving. The material first appeared in magazine articles, reports and other books. Using these sources, the editors put together in this one handy book a well-balanced overview of research findings. They discuss the results of applied training programs.

The book is essentially non-academic. As such, it offers a rich blend of general information for the laymen. Creativity training, per se, is not dealt with. Yet, the book has enough specifics to be of practical value in building a training program. It discusses ample training-material resources in the depth needed to give a program designer solid guidelines for lesson plans and course content.

Among the authors are such notable authorities as Wm. J J Gordon, Alvin Simberg and Sidney Parnes. Twenty three chapters run the gamut from technique to testing.

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