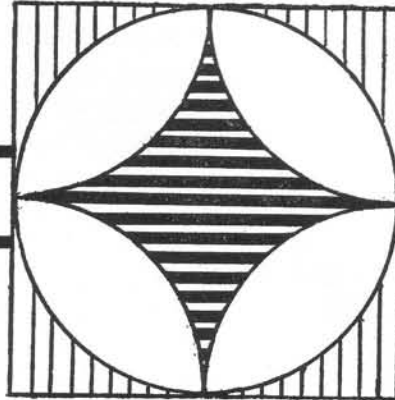


Abstracts



Career Management. Marion S. Kellogg. New York, New York: American Management Association, 1972. 200 pp. \$11.50.

This book outlines an opportunity to add to the quality of the working life of professional and management employees by focusing attention on career advancement systems for them. It recommends improvements in current systems and offers specific suggestions for opening the promotion process to joint employee-management decision making. The author shows the reader how to cope with the "different" needs of young employees, how to put into practice five recommendations for the career advancement of minority professionals, and how to keep a senior employee productive through the last five years of his career.

Casebook in Publicity and Public Relations. Raymond Simon. Columbus, Ohio: Grid, Inc., 1972. 274 pp. \$6.95 (paper).

Presented as a workbook of problems and exercises in public relations and publicity, this book is designed to give practical classroom experience to students already familiar with the public relations field. To make the exercises realistic, situations that occurred in some of the country's largest organizations have been recreated in the cases presented here.

The first five chapters are devoted primarily to publicity problems. Cases in this section deal with the simple news release, writing for specific media, supplying the local angle, identifying and dating releases, and heading special events.

The remaining five chapters contain public relations problems. Cases in this section deal with planning and programming: oral presentations, difficult communication problems, and speeches and letters.

The Coming of Age. Simone deBeauvoir. New York, New York: Putnam, 1972. 585 pp. \$10.00.

The author's intent, and continually recurring thesis, is set down explicitly in the introduction of this volume. "As far as old people are concerned this society is not only guilty but downright criminal. Sheltering behind the myths of expansion and affluence, it treats the old as outcasts . . . they are condemned to poverty, decrepitude, wretchedness and despair."

What follows is a documentary study on the problems of growing old. The scope of the book is immense. The author has included in her examination the biology, anthropology, history, sociology, and psychology of old age in societies over the past 1,000 years. Primary emphasis is given to the aged man as he comprehends himself, and to the often ignored human rights and needs of old people.

While no definitive guidelines are given for a less "barbaric old-age policy," this book will serve well to intensify the awareness of those already concerned with the status of the aged, and those who refuse to acknowledge that such a policy exists.

Continuing Education As a National Capital Investment. Herbert E. Striner. Kalamazoo, Michigan: The W. E. Upjohn Institute for Employment Research, 1972. 118 pp. \$1.25 (paper).

According to Striner, the United States has been confronted by an increasingly urgent series of economic problems. Intractably high levels of unemployment have accompanied abnormally high levels of inflation. Economic dogmatists have applied classical solutions, with disappointing results. Absent from all these solutions has been the development of a theory that sees continuing adult education and training as an absolute necessity to a healthy expanding industrialized society. Striner's thesis is that an advanced industrialized society must see the continuing education, training, and retraining of its labor forces as additional capital investment.

The first four chapters of this book present the components of a new continuing education and training program for this nation. Chapter five gives the author's ideas on the basic building blocks of such a program, as well as on a source of funds for financing it.

Group Discussion As Learning Process: A Sourcebook. Elizabeth W. Flynn and John F. LaFaso. New York, New York: Paulist Press, Publishers, 1972. 253 pp. \$5.95 (paper).

This book is designed to be of practical help to anyone interested in improving his abilities in group discussion leadership and partici-

tion and his knowledge of learning-discussion groups. While not neglecting theory, the authors also give practical, detailed help in the many facets of group leadership, including training in the development of suitable questions for use with any kind of material in any media. In addition, each of the 14 chapters is followed by a listing of sources for further information.

The New Supervisor. Martin M. Broadwell. Reading, Massachusetts: Addison-Wesley Publishing Company, 1972. 152 pp. \$4.95 (paper).

This book is designed to help new supervisors learn the skills and techniques of supervising and managing. Recognizing that new supervisors are generally unprepared for this position, it uses practical, everyday illustrations to discuss skills that the new supervisor must acquire, such as delegating, communicating, planning, directing, and training. Broadwell's book doesn't try to solve all the problems of the new supervisor, but is designed to give him a place to start looking for answers.

A Practical Approach to Organization Development Through MBO: Selected Readings. Arthur C. Beck, Jr., and Ellis D. Hillman, eds. Reading, Massachusetts: Addison-Wesley Publishing Co., Inc., 1972. 356 pp. \$5.95.

In this book, the editors aim to provide the manager with an overall view of the process of the management by objectives and results (MBO/R) concept. They further examine the effects it will have on the organization, management systems, interpersonal relationships, and the changes that may have to be made within the organization to implement MBO/R successfully.

Written by top authors and consultants in the field, the 28 articles are built around a model that illuminates the practical interrelationship of the MBO/R concept to the total organizational development/job enrichment concept, with emphasis throughout on human considerations in their application. Although most of the readings in this book are geared to the profit-oriented business, they should prove useful to managers of resources in any type of organization.

The Process of Social Influence: Readings in Persuasion. Thomas D. Beisecker and Donn W. Parson, eds. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1972. 499 pp. \$10.95 (cloth), \$6.50 (paper).

An investigation of the process by which individuals form, maintain, and change attitudes is the central focus of this book. The editors have selected papers by authorities that draw together and organize significant research on the factors involved in attitude change and persuasion.

Beginning with an examination of the psychological context, the articles explore the characteristics of the individual participants in the process of persuasion. Next, relevant information on the characteristics of the sender of persuasive messages is evaluated to show how these characteristics often provide additional influence on the effectiveness of the message. In the final portion of the book, the papers examine the effects of persuasion and discuss the amount of change produced by a message and the likelihood that any attitude change will be retained.

Reality Games. Saville Sax and Sandra Hollander. New York, New York: The Macmillan Company, Publisher, 1972. 267 pp. \$8.95.

Tested in family groups, colleges, community organizations, and businesses, the dozens of games presented by the authors deal with every type of problem or situation. Some are better suited for families and close friends; others, for larger and less closely related groups. Once mastering the basic communication skills of Part I, readers can proceed to whatever games best fit their needs: to develop speaking abilities—or listening abilities; to deal with an open conflict—or to draw out hidden animosities; to cope with the social crises—or to find possible solutions for them. This is a book for people in all walks of life. It's an informative, entertaining, and practical tool for broadening and deepening human communication.

Size, Structure, and Future of Farms. A. Gordon Ball and Earl O. Heady, eds. Ames, Iowa: Iowa State University Press, Publishers, 1972. 404 pp. \$9.95.

The purpose of this book is to answer basic social and economic questions relating to the number, size, and structure of farms. The authors deal with such questions as: "Are the economics associated with large farms great enough to merit sacrifices in other directions?" "Are we headed for a structure of industrialized farms?" "Are there policy alternatives that can provide other structures than those now in prospect?" While definitive answers aren't always possible, the authors of the various chapters in this book have provided summaries and analyses that are useful both in interpreting trends and devising policies.

The Small Meeting Planner. Leslie E. This. Houston, Texas: Gulf Publishing Company, 1972. 234 pp. \$7.95.

This book isn't written for people who plan conventions or meetings for large groups. Rather, it's primarily intended for those who plan meetings, seminars, workshops, conferences, and training activities for 100 or less participants. It can also be a valuable reference for those who are responsible for the individual sessions of a large meeting.

For the reader who's new to the field, this book will be extremely helpful. The author lists the steps in planning the meetings and the roles and functions of and check lists for the meeting planner and others involved in the planning process. Examples of planning and evaluation sheets have also been included.

Student Development Programs in the Community Junior College. Terry O'Banion and Alice Thurston, eds. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1972. 235 pp. \$7.95.

Twenty authors, all authorities in the junior college student personnel field, discuss the clientele, the roles, the problems, and the future of student development programs. The resulting chapters provide a comprehensive overview that examines the kinds of experiences students receive or should receive within the junior college framework.

This book describes today's students and shows how to make student development programs more meaningful for them. New practices and models are discussed, as well as emerging issues.

Teacher Effectiveness and Teacher Education: The Search for a Scientific Basis. N. L. Gage. Palo Alto, California: Pacific Books, 1972. 226 pp. \$7.95.

The author reviews, discusses, and critically examines a variety of approaches and issues in the conduct of research on teaching and teacher education. First, Gage considers the controversial question of whether science can contribute to the art of teaching. Next, he discusses the need for new conceptions of teaching. The author continues with a discussion of theories of teaching and the nature and use of theories as working tools in behavioral research.

In the second part of the book, Gage looks at the problems and promises of research on teacher education. He examines the role of evaluation of teaching as a basis for administrative decisions on promotion, tenure, and pay; as a tool for self-improvement on the part of teachers; and as a criterion for use in research on teaching. The author concludes by examining the changing roles of teachers and the functions of research in effecting the changes that are required by educational innovations.

Toward Gog and Magog Or? A Critical Review of the Literature of Adult Group Discussion. Franklin W. Osinski, John Ohlinger, and Colleen McCarthy. Syracuse, New York: Syracuse University Publication in Continuing Education, 1972. 82 pp. \$3.00 (paper).

A review is made of research on group discussion as used in adult education within the context of the nature of man and in relation to his

ultimate end of self-realization. This monograph considers factors involved in group discussion; its broad purposes and various approaches to it. It then examines discussion in the service of institutions, parent education, religious education, education for aging, and public affairs. It reviews discussion and the mass media and concludes by analyzing pitfalls to avoid in group discussion.

. . . other current titles

Criminal Life: Views from the Inside. David M. Peterson and Marcelo Truzzi, eds. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1972. \$6.95 (cloth), \$3.95 (paper).

Drug Education: A Bibliography of Available Inexpensive Materials. Dorothy P. Wells, compiler. Metuchen, New Jersey: Scarecrow Press, 1972. 111 pp. \$5.00.

The Educative Community: Linking the Community, School, and Family. Roger Hiemstra. Lincoln, Nebraska: Professional Educators Publications, 1972. 116 pp. \$1.75 (paper).

Effective Groupwork: An Introduction to Principle and Method. Alan F. Klein. New York, New York: Association Press, 1972. 384 pp. \$9.95.

Evaluation Research: Methods for Assessing Program Effectiveness. Carol H. Weiss. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., Publishers, 1972. 160 pp. \$3.95 (paper).

International Seminar of Publications in Continuing Education. Alexander N. Charters and William M. Rivera. Syracuse, New York: Syracuse University Publications in Continuing Education, 1972. 112 pp. \$3.00 (paper).

Introduction to Gaming: Management Decision Simulations. John G. H. Carlson and Michael J. Misshauk. New York, New York: John Wiley and Sons, Inc., 1972. 184 pp. \$10.95.

Maslow: A Memorial Volume. International Study Project, Inc. Monterey, California: Brooks/Cole Publishing Company, 1972. 133 pp. \$12.50.

Media: An Introductory Analysis of American Mass Communications. Peter M. Sandman, David M. Rubin, and David B. Sachsman. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., Publishers, 1972. 434 pp. \$8.95.

Sociology for the Seventies: A Contemporary Perspective. Morris L. Medley and James E. Conyers. New York, New York: John Wiley & Sons, Inc., 1972. 397 pp. \$4.95 (paper).

A Student Selected Reader in Social Psychology: An Argument for Relevance. Louis A. Penner and Max C. Dertke, eds. Reading, Massachusetts: Addison-Wesley Publishing Co., Inc., 1972. 414 pp. \$4.95 (paper).

NOTE: If you want any of the above publications, please send directly to the publisher—not to the *Journal of Extension*.