

Books Received

ACCOUNTING

- Adrian, James J. *Construction Accounting: Financial, Managerial, Auditing, and Tax*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. xiii+360. \$21.95.
- Arnett, Harold E. *Proposed Funds Statements for Managers and Investors*. New York: National Association of Accountants, 1979. Pp. ix+137.
- Arnett, Harold E., and Danos, Paul. *CPA Firm Viability: A Study of Major Environmental Factors Affecting Firms of Various Sizes and Characteristics*. Ann Arbor: University of Michigan, 1979. Pp. xiii+154. \$6.50.
- Belkaoui, Ahmed, and Kahl, Alfred. *Corporate Financial Disclosure in Canada*. Vancouver: Canadian Certified General Accountants Association, 1978. Pp. 63.
- Houck, Lewis Daniel, Jr. *A Practical Guide to Budgetary and Management Control Systems*. Lexington, Mass.: Lexington Books, 1979. Pp. xix+234. \$21.95.
- Wilson, David A.; Shank, John; and Frolin, Dennis. *Contemporary Financial Reporting: A Casebook*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. x+385. \$10.95.
- Wright, Wilmer. *Management Accounting Simplified*. New York: McGraw-Hill Book Co., 1979. Pp. x+253. \$14.95.

BUSINESS ECONOMICS AND ECONOMICS

- Biggadike, E. Ralph. *Corporate Diversification: Entry, Strategy, and Performance*. Cambridge, Mass.: Harvard University Press, 1979. Pp. xvi+220. \$16.00.
- Cagan, Phillip. *Persistent Inflation: Historical and Policy Essays*. New York: Columbia University Press, 1979. Pp. viii+283. \$17.50 (cloth); \$7.50 (paper).
- Fellner, William, project director. *Contemporary Economic Problems*. Washington, D.C.: American Enterprise Institute, 1979. Pp. 436.
- Littlechild, Stephen C. *The Fallacy of the Mixed Economy*. San Francisco: Cato Institute, 1979. Pp. xiv+83. \$4.00.
- Morgenstern, Oskar. *National Income Statistics: A Critique of Macroeconomic Aggregation*. San Francisco: Cato Institute, 1979. Pp. xiii+44. \$2.00.
- Pindyck, Robert S. *The Structure of World Energy Demand*. Cambridge, Mass.: M.I.T. Press, 1979. Pp. x+299. \$20.00.
- Sawyer, Malcolm C. *Theories of the Firm*. New York: St. Martin's Press, 1979. Pp. vii+170. \$18.95.

BUSINESS FINANCE AND INVESTMENT

- Bates, Timothy, and Bradford, William. *Financing Black Economic Development*. New York: Academic Press, 1979. Pp. xvii+198. \$16.00.
- Clark, John J.; Hindelang, Thomas J.; and Pritchard, Robert E. *Capital Budgeting: Planning and Control of Capital Expenditures*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. ix+468. \$22.00.
- Cubberley, William. *The Commodity Market Today*. St. Andrews, Tenn.: Future Publishing Co., 1979. Pp. 64. \$10.00.
- Fabozzi, Frank J., ed. *Review of Financial Research*. Hempstead, N.Y.: Hofstra University, 1979. Pp. x+251.
- Ibbotson, Roger G., and Sinquefeld, Rex A. *Stocks, Bonds, Bills, and Inflation: Historical Returns (1926-1978)*. Charlottesville, Va: Financial Analysts Research Foundation, 1979. Pp. viii+85. \$4.50.
- Koehn, Michael F. *Bankruptcy Risk in Financial Depository Intermediaries*. Lexington, Mass.: Lexington Books, 1979. Pp. xi+156. \$19.95.
- Latta, Geoffrey W. *Profit Sharing, Employee Stock Ownership, Savings, and Asset Formation Plans in the Western World*. Philadelphia: Industrial Research Unit, Wharton School, University of Pennsylvania, 1979. Pp. xii+192. \$15.00.
- Levich, Richard M. *The International Money Market: An Assessment of Forecasting Techniques and Market Efficiency*. Greenwich, Conn.: JAI Press, 1979. Pp. xix+193. \$24.50.
- Martin, John D., et al. *Cases in Basic Financial Management*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. x+229. \$8.95.
- Rugman, Alan M. *International Diversification and the Multinational Enterprise*. Lexington, Mass.: Lexington Books, 1979. Pp. xviii+137. \$17.00.
- Stevens, G. T., Jr. *Economic and Financial Analysis of Capital Investments*. New York: John Wiley & Sons, 1979. Pp. x+386. \$21.95.

INDUSTRY AND REGIONAL STUDIES

- Blackford, Mansel G. *Pioneering a Modern Small Business: Wakefield Seafoods and the Alaskan Frontier*. Greenwich, Conn.: JAI Press, 1979. Pp. xx+210. \$24.50.
- El Mallakh, Ragaei. *Kuwait: Trade and Investment*. Boulder, Colo: Westview Press, 1979. Pp. xxii+262. \$27.50.
- Gold, Bela. *Productivity, Technology, and Capital*. Lexington, Mass.: Lexington Books, 1979. Pp. xiv+318. \$25.95.
- Goldberg, Ray A., and McGinity, Richard C. *Agribusiness Management for Developing Countries—Southeast Asian Corn System and American and Japanese Trends Affecting It*. Cambridge, Mass.: Ballinger Publishing Co., 1979. Pp. xxv+643. \$35.00.
- Greer, Gaylor E. *The Real Estate Investment Decision*. Lexington, Mass.: Lexington Books, 1979. Pp. xix+308. \$23.95.
- Harris, Brian F. *Shared Monopoly and the Cereal Industry: An Empirical Investigation of the Effects of the FTC's Antitrust Proposals*. East Lansing: Michigan State University, 1979. Pp. xi+169. \$6.50.

- Idemitsu Kosan Co., Ltd. *The Eternal Japan: Conversations with Sazo Idemitsu*. Tokyo: Idemitsu Kosan Co., 1975. Pp. xiv+269.
- Johns, B. L.; Dunlop, W. C.; and Sheehan, W. J. *Small Business in Australia: Problems and Prospects*. Winchester, Mass.: Allen & Unwin, 1979. Pp. 204. \$14.95.
- Kaplinsky, Raphael, ed. *Readings on the Multinational Corporation in Kenya*. New York: Oxford University Press, 1979. Pp. x+316. \$22.00.
- Lange, Julian E., and Mills, Daniel Quinn. *The Construction Industry*. Lexington, Mass.: Lexington Books, 1979. Pp. xii+205. \$17.95.
- Morris, William T. *Implementation Strategies for Industrial Engineers*. Columbus, Ohio: Grid Publishing, Inc., 1979. Pp. vi+252.
- Ozawa, Terutomo. *Multinationalism, Japanese Style*. Princeton, N.J.: Princeton University Press, 1979. Pp. xxiii+289. \$16.50.
- Reekie, W. Duncan. *Industry, Prices and Markets*. New York: John Wiley & Sons, 1979. Pp. x+166. \$16.95.
- Rosen, Kenneth T. *Seasonal Cycles in the Housing Market: Patterns, Costs and Policies*. Cambridge, Mass.: M.I.T. Press, 1979. Pp. xxv+165. \$17.50.
- Sharkansky, Ira. *Wither the State: Politics and Public Enterprise in Three Countries*. Chatham, N.J.: Chatham House Publishers, 1979. Pp. xii+177. \$6.95.
- Smiley, Albert K. *Competitive Bidding under Uncertainty: The Case of Offshore Oil*. Cambridge, Mass.: Ballinger Publishing Co., 1979. Pp. ix+117. \$19.50.
- Utton, M. A. *Diversification and Competition*. New York: Cambridge University Press, 1979. Pp. x+113. \$14.95.
- Yett, Donald E., et al. *A Forecasting and Policy Simulation Model of the Health Care Sector*. Lexington, Mass.: Lexington Books, 1979. Pp. xiv+204. \$19.95.

INSURANCE

- MacDonald, Donald L. *Risk Control in the Overseas Operation of American Corporations*. Ann Arbor: University of Michigan, 1979. Pp. xi+189. \$9.50 (cloth); \$7.50 (paper).

INTERNATIONAL TRADE AND FINANCE

- Anderson, Dole A.; Luqmani, Mushtaq; and Quraeshi, Zahir Ahmed. *International Business—1979: A Selection of Current Readings*. East Lansing: Michigan State University, 1979. Pp. xi+474.
- Business International Corporation. *The Effects of Foreign Investment on Selected Host Countries*. New York: Business International Corp., 1979. Pp. iii+196. \$5.00.
- Drew, John. *Doing Business in the European Community*. Woburn, Mass.: Butterworths Publishers, 1979. Pp. 280. \$26.95.
- Eells, Richard, ed. *International Business Philanthropy*. New York: Macmillan Publishing Co., 1979. Pp. xvii+169. \$12.95.

- Fayerweather, John. *International Business Strategy and Administration*. Cambridge, Mass.: Ballinger Publishing Co., 1978. Pp. xviii+579. \$16.50.
- Kostyukhin, Dmitry. *The World Market Today*. Chicago: Imported Publications, Inc., 1979. Pp. 216. \$3.40.
- Laszlo, Ervin, and Kurtzman, Joel, eds. *The United States, Canada and the New International Economic Order*. New York: Pergamon Press, 1979. Pp. xi+163. \$15.00.

MANAGEMENT ORGANIZATION THEORY AND PRACTICE

- Axelrod, C. Warren. *Computer Effectiveness: Bridging the Management/Technology Gap*. Washington, D.C.: Information Resources Press, 1979. Pp. xi+200. \$20.95.
- Cooper, Cary L., ed. *Behavioral Problems in Organizations*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. iv+231. \$13.95.
- Deitzer, Bernard A.; Shilliff, Karl A.; and Jucius, Michael J. *Contemporary Management Concepts*. Columbus, Ohio: Grid Publishing, Inc., 1979. Pp. 293.
- Goldhaber, Gerald M., et al. *Information Strategies: New Pathways to Corporate Power*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. xii+323. \$13.95.
- Henderson, Richard I. *Compensation Management: Rewarding Performance*. 2d ed. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. viii+536. \$17.95.
- Hogarth, Robin M. *Evaluating Management Education*. New York: John Wiley & Sons, 1979. Pp. xv+346. \$30.00.
- Hunt, James G., and Larson, Lars L. *Crosscurrents in Leadership*. Carbondale: Southern Illinois University Press, 1979. Pp. xvi+299. \$17.50.
- Ijiri, Yuji, and Whinston, Andrew B. *Quantitative Planning and Control*. New York: Academic Press, 1979. Pp. xxx+344. \$29.50.
- Kolb, David A.; Rubin, Irwin M.; and McIntyre, James M., eds. *Organizational Psychology: An Experiential Approach*. 3d ed. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. xi+496. \$10.95.
- Kolb, David A.; Rubin, Irwin M.; and McIntyre, James M., eds. *Organizational Psychology: A Book of Readings*. 3d ed. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. xii+563. \$8.95.
- McFarland, Dalton E. *Managerial Achievement: Action Strategies*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. x+198. \$5.95.
- Mohan, Raj P., ed. *Management and Complex Organizations in Comparative Perspective*. Westport, Conn.: Greenwood Press, 1979. Pp. xxxix+273. \$22.95.

MARKETING

- Abell, Derek F., and Hammond, John S. *Strategic Market Planning: Problems and Analytical Approaches*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. xii+527. \$18.95.

- Bowersox, Donald J., et al. *Simulated Product Sales Forecasting*. East Lansing: Michigan State, 1979. Pp. xviii+357. \$20.00.
- Chamberlin, T. L. *Selling and Today's Consumer: Buying? Selling? Then Do It Right!* McLeansboro, Ill.: Life Publications, Inc., 1979. Pp. 200. \$10.00.
- Dawson, John A. *The Marketing Environment*. New York: St. Martin's Press, 1979. Pp. 379. \$32.00.
- Leigh, James H., and Martin, Claude R., Jr., eds. *Current Issues and Research in Advertising 1979*. Ann Arbor: University of Michigan, 1979. Pp. viii+175. \$5.00.
- Pollay, Richard W., ed. *Information Sources in Advertising History*. Westport, Conn.: Greenwood Press, 1979. Pp. xiv+330. \$22.50.
- Sheth, Jagdish N. *Research in Marketing: A Research Annual*. Greenwich, Conn.: JAI Press, 1979. Pp. x+357. \$32.50 (institutions); \$16.50 (individuals).

MATHEMATICAL MODELS AND COMPUTER RESEARCH

- Dertouzos, Michael L., and Moses, Joel, eds. *The Computer Age: A Twenty-Year View*. Cambridge, Mass.: M.I.T. Press, 1979. Pp. xvi+491. \$25.00.
- Greynolds, Elbert B., Jr.; Aronofsky, Julius S.; and Frame, Robert J. *Financial Analysis Using Calculators: Time Value of Money*. New York: McGraw-Hill Book Co., 1979. Pp. viii+472. \$12.95.
- Roueche, Nelda W. *Fundamentals of Business Mathematics*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. xiv+306. \$11.95.
- Sippl, Charles J., and Dahl, Fred. *Computer Power for the Small Business*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. xi+306. \$8.95.

PERSONNEL, INDUSTRIAL RELATIONS, LABOR, AND MAN-POWER

- Ginzberg, Eli. *Good Jobs, Bad Jobs, No Jobs*. Cambridge, Mass.: Harvard University Press, 1979. Pp. x+219. \$15.00.
- Hayek, Friedrich A. *Unemployment and Monetary Policy: Government as Generator of the "Business Cycle."* San Francisco: Cato Institute, 1979. Pp. xviii+51. \$2.00.
- Leviton, Sar A., and Wurzburg, Gregory. *Evaluating Federal Social Programs: An Uncertain Art*. Kalamazoo, Mich.: W. E. Upjohn Institute for Employment Research, 1979. Pp. xii+148. \$5.50 (cloth); \$3.50 (paper).
- Stanback, Thomas M., Jr. *Understanding the Service Economy: Employment, Productivity, Location*. Baltimore: Johns Hopkins University Press, 1979. Pp. xv+122. \$9.50.
- Wallender, Harvey W., III. *Technology Transfer and Management in the Developing Countries*. Cambridge, Mass.: Ballinger Publishing Co., 1979. Pp. xvii+295.

PUBLIC AND NONPROFIT INSTITUTIONS

Crew, Michael A. *Problems in the Public Utility Economics and Regulation*. Lexington, Mass.: Lexington Books, 1979. Pp. vii+173. \$17.00.

PUBLIC FINANCE AND FISCAL POLICY

Brunner, Karl, and Meltzer, Allan H., eds. *Three Aspects of Policy and Policymaking: Knowledge, Data and Institutions*. Amsterdam: North-Holland Publishing Co., 1979. Pp. viii+362. \$31.75.

Hockley, Graham C. *Public Finance: An Introduction*. Boston: Routledge & Kegan Paul, 1979. Pp. xxiii+448. \$22.50 (cloth); \$15.00 (paper).

SOCIAL ISSUES AND PUBLIC POLICY

Chou, Marylin, and Harmon, David P., Jr., eds. *Critical Food Issues of the Eighties*. New York: Pergamon Press, 1979. Pp. xv+401. \$32.50 (cloth); \$9.95 (paper).

Ford Foundation. *Energy: The Next Twenty Years*. Cambridge, Mass.: Ballinger Publishing Co., 1979. Pp. xxviii+628. \$25.00 (cloth); \$9.94 (paper).

McKenzie, Richard B. *Restrictions on Business Mobility: A Study in Political Rhetoric and Economic Reality*. Washington, D.C.: American Enterprise Institute for Public Policy, 1979. Pp. 61. \$3.25.

Meyer, Marshall W. *Change in Public Bureaucracies*. New York: Cambridge University Press, 1979. Pp. ix+251. \$19.95.

Mitchell, Edward J., ed. *Seminar on Energy Policy: The Carter Proposals*. Washington, D.C.: American Enterprise Institute for Public Policy Research, 1979. Pp. 29. \$2.75.

STATISTICS AND ECONOMETRICS

Berenson, Mark L., and Levine M. *Basic Business Statistics: Concepts and Applications*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. xv+719. \$17.95.

May, Eleanor G. *A Handbook for Business on the Use of Government Statistics*. Charlottesville: University of Virginia, 1979. Pp. vii+159.

TRANSPORTATION

Janeja, Nawal I. *The U.S. Airfreight Industry*. Lexington, Mass.: Lexington Books, 1979. Pp. xix+244. \$19.95.

MISCELLANEOUS

- Brownstone, David M., and Carruth, Gorton. *Where to Find Business Information: A World-wide Guide for Everyone Who Needs the Answers to Business Questions*. New York: John Wiley & Sons, 1979. Pp. xi+616. \$34.95.
- Burstiner, Irving. *The Small Business Handbook: A Comprehensive Guide to Starting and Running Your Own Business*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. x+342. \$19.95.
- Clegg, Stewart. *The Theory of Power and Organization*. Boston, Mass.: Routledge & Kegan Paul, 1979. Pp. x+176. \$18.00.
- Gerhard, Mensch. *Stalemate in Technology: Innovations Overcome the Depression*. Cambridge, Mass.: Ballinger Publishing Co., 1979. Pp. xix+240. \$18.50.
- Goldfarb, Nathan, ed. *Applications of Longitudinal Research Methods in Fields of Business, Social Sciences and Biology*. Hempstead, N.Y.: Hofstra University, 1979. Pp. xi+433.
- Kipnis, David. *The Powerholders*. Chicago: University of Chicago Press, 1979. Pp. x+230. \$4.95.
- Massey, Morris. *The People Puzzle: Understanding Yourself and Others*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1979. Pp. xx+298. \$12.95.
- Meyer, John W., and Hannan, Michael T. *National Development and the World System: Educational, Economic, and Political Change, 1950-1970*. Chicago: University of Chicago Press, 1979. Pp. x+334. \$22.00.
- O'Brien, D. P., et al. *Competition Policy, Profitability and Growth*. New York: Holmes & Meier, 1979. Pp. xvii+154. \$32.60.
- Rothbard, Murray N. *Individualism and the Philosophy of the Social Sciences*. San Francisco: Cato Institute, 1979. Pp. x+67. \$2.00.
- Vaugh, Charles L. *Franchising*. 2d and rev. ed. Lexington, Mass.: Lexington Books, 1979. Pp. xviii+281. \$21.95.
- Warner, Rawleigh, Jr., and Silk, Leonard S. *Ideals in Collision: The Relationship between Business and the News Media*. New York: Columbia University Press, 1979. Pp. 63. \$7.50.

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