

Books Received

ACCOUNTING

- Cheng, Philip C. *Accounting and Financing for Motor Carriers*. Lexington, Mass.: Lexington Books, 1984. Pp. xvii + 428. \$45.00.
- Harlan, Kenneth M. *Accounting Distortions and the Consistency of Firms' Performance Measures*. Ann Arbor, Mich.: UMI Research Press, 1983. Pp. xv + 180. \$39.95.
- Ijiri, Yuji. *Accounting Structured in APL*. Sarasota, Fla.: American Accounting Association, 1984. Pp. xiii + 151. \$8.00.
- Ingram, Robert W., and Copeland, Ronald M. *Planning and Control of Municipal Revenues and Expenditures*. New York: National Association of Accountants, 1984. Pp. ix + 84. \$8.95.
- Kraus, Jerome. *How U.S. Firms Measure Productivity*. New York: National Association of Accountants, 1984. Pp. x + 98. \$8.95.
- Nash, John F., and Roberts, Martin B. *Accounting Information Systems*. New York: Macmillan Publishing Co., 1984. Pp. xix + 546. \$30.95.

BUSINESS ECONOMICS AND ECONOMICS

- Brealey, Richard, and Myers, Stewart. *Principles of Corporate Finance*. 2d ed. New York: McGraw-Hill Book Co., 1984. Pp. xxiv + 847. \$29.95.
- Fellner, William. *Essays in Contemporary Economic Problems: Disinflation*. Washington, D.C.: American Enterprise Institute, 1984. Pp. 324. \$10.95.
- Hirshleifer, Jack. *Price Theory and Applications*. 3d ed. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1984. Pp. xiv + 574. \$25.95.
- Regan, Tom, ed. *Just Business: New Introductory Essays in Business Ethics*. New York: Random House, 1984. Pp. xiv + 363. \$11.95.
- Sawyer, Malcolm C. *Business Pricing and Inflation*. New York: St. Martin's Press, 1984. Pp. ix + 118. \$25.00.
- Schurr, Sam H.; Sonenblum, Sidney; and Wood, David O. *Energy, Productivity, and Economic Growth: A Workshop Sponsored by the Electric Power Research Institute*. Boston: Oelgeschlager, Gunn & Hain, Inc., 1983. Pp. xiii + 480. \$30.00.
- Simon, Herbert A. *Models of Bounded Rationality: Economic Analysis and Public Policy*. Vol. 1. Cambridge, Mass.: MIT Press, 1984. Pp. xxiii + 478. \$12.50.
- Simon, Herbert A. *Models of Bounded Rationality: Behavioral Economics and Business Organization*. Vol. 2. Cambridge, Mass.: MIT Press, 1984. Pp. xvi + 505. \$12.50.

BUSINESS FINANCE AND INVESTMENT

- Gitman, Lawrence J.; Moses, Edward A.; and Winger, Bernard J. *Financial Management Cases*. 2d ed. St. Paul, Minn.: West Publishing Co., 1984. Pp. xvi + 439.
- Heertje, Arnold, ed. *Investing in Europe's Future*. New York: St. Martin's Press, 1984. Pp. x + 218. \$27.50.
- Jensen, Michael C., and Smith, Clifford W., Jr. *The Modern Theory of Corporate Finance*. New York: McGraw-Hill Book Co., 1984. Pp. x + 773. \$17.95.
- Wilkes, F. M. *Capital Budgeting Techniques*. 2d ed. New York: John Wiley & Sons, 1984. Pp. xii + 409. \$34.95.

BUSINESS LAW AND HISTORY

- McLure, Charles E., Jr., ed. *The State Corporation Income Tax: Issues in Worldwide Unitary Combination*. Stanford, Calif.: Hoover Institution Press, 1984. Pp. xxvi + 364. \$59.95.

INDUSTRY AND REGIONAL STUDIES

- Alm, Alvin L., and Weiner, Robert J., eds. *Oil Shock: Policy Response and Implementation*. Cambridge, Mass.: Ballinger Publishing Co., 1984. Pp. xv + 233. \$28.00.
- Hindley, Brian, ed. *State Investment Companies in Western Europe*. New York: St. Martin's Press, 1984. Pp. xxiv + 293. \$35.00.
- Kronish, Rich, and Mericle, Kenneth S., eds. *The Political Economy of the Latin American Motor Vehicle Industry*. Cambridge, Mass.: MIT Press, 1984. Pp. xvi + 312. \$30.00.
- Okimoto, Daniel I.; Sugano, Takus; and Weinstein, Franklin B., eds. *Competitive Edge: The Semiconductor Industry in the U.S. and Japan*. Stanford, Calif.: Stanford University Press, 1984. Pp. x + 275. \$27.50.
- Sasaki, Naoto, and Hutchins, David, eds. *The Japanese Approach to Product Quality: Its Applicability to the West*. New York: Pergamon Press, 1984. Pp. ix + 134. \$11.00.

INSURANCE

- American Enterprise Institute. *Federal Products Liability Proposals*. Washington, D.C.: American Enterprise Institute, 1984. Pp. 43.

INTERNATIONAL TRADE AND FINANCE

- Klein, Lawrence R., and Krelle, Wilhelm E., eds. *Capital Flows and Exchange Rate Determination*. New York: Springer-Verlag, 1983. Pp. ix + 220.

Weil, Gordon. *Exchange-Rate Regime Selection in Theory and Practice*. New York: New York University, Salomon Brothers Center for the Study of Financial Institutions, 1983. Pp. 73.

MANAGEMENT ORGANIZATION THEORY AND PRACTICE

- Anderson, Carl R. *Management: Skills, Functions, and Organization Performance*. Dubuque, Iowa: Wm. C. Brown Publishers, 1984. Pp. xxv + 758.
- Berg, Norman A. *General Management: An Analytical Approach*. Homewood, Ill.: Richard D. Irwin, 1984. Pp. xvii + 204. \$15.95.
- Child, John. *Organization: A Guide to Problems and Practice*. 2d ed. New York: Harper & Row, 1984. Pp. 309. \$13.50.
- Cleland, David I., ed. *Matrix Management Systems Handbook*. New York: Van Nostrand Reinhold Co., 1984. Pp. x + 753. \$52.50.
- Cohen, Allan R., et al. *Effective Behavior in Organizations*. 3d ed. Homewood, Ill.: Richard D. Irwin, 1984. Pp. xx + 783. \$28.95.
- Euske, Kenneth J. *Management Control: Planning, Control, Measurement, and Evaluation*. Reading, Mass.: Addison-Wesley Publishing Co., 1984. Pp. xvi + 136.
- Gordon, Lawrence A., and Pinches, George E. *Improving Capital Budgeting: A Decision Support System Approach*. Indianapolis: Addison-Wesley Publishing Co., 1984. Pp. x + 116.
- Hofstede, Geert. *Culture's Consequences: International Differences in Work-related Values*. Abridged ed. Beverly Hills, Calif.: Sage Publications, 1984. Pp. 325. \$14.95.
- Kendrick, John W. *Improving Company Productivity: Handbook with Case Studies*. Baltimore: Johns Hopkins University Press, 1984. Pp. xii + 220. \$20.00.
- Killing, J. Peter. *Strategies for Joint Venture Success*. New York: Praeger Publishers, 1983. Pp. 133. \$22.95.
- Kroeber, Donald W., and Watson, Hugh J. *Computer-based Information Systems: A Management Approach*. New York: Macmillan Publishing Co., 1984. Pp. xiv + 506. \$29.95.
- Maciariello, Joseph A. *Management Control Systems*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1984. Pp. xv + 591. \$29.95.
- Moore, Gerald L. *The Politics of Management Consulting*. New York: Praeger Publishers, 1984. Pp. 163. \$26.95.
- Roberts, Steven K. *The Complete Guide to Microsystem Management*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1984. Pp. viii + 184. \$16.95.
- Sekaran, Uma. *Research Methods for Managers: A Skill-building Approach*. New York: John Wiley & Sons, 1984. Pp. xiii + 336. \$21.95.
- Shilling, Dana. *Be Your Own Boss*. New York: Penguin Books, 1984. Pp. 385. \$8.95.
- Sincoff, Michael A., and Goyer, Robert S. *Interviewing*. New York: Macmillan Publishing Co., 1984. Pp. xiii + 273. \$13.95.
- Souder, Wm. E. *Project Selection and Economic Appraisal*. New York: Van Nostrand Reinhold Co., 1983. Pp. xvii + 190. \$29.95.

Storey, D. J., ed. *The Small Firm: An International Survey*. New York: St. Martin's Press, 1983. Pp. 274. \$32.50.

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Evans, Joel R., and Berman, Barry. *Essentials of Marketing*. New York: Macmillan Publishing Co., 1984. Pp. xxi + 538 + 56. \$26.95.

Foxall, Gordon R. *Corporate Innovation: Marketing and Strategy*. New York: St. Martin's Press, 1984. Pp. 276. \$25.00.

Kaynak, Erdener, and Savitt, Ronald, eds. *Comparative Marketing Systems*. New York: Praeger Publishers, 1984. Pp. xvii + 306. \$28.95.

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Kotler, Philip, and Cox, Keith, eds. *Marketing Management and Strategy: A Reader*. 3d ed. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1984. Pp. xii + 448. \$17.95.

Leigh, James H., and Martin, Claude R., Jr., eds. *Current Issues and Research in Advertising: Original Research and Theoretical Contributions*. Ann Arbor: Division of Research, Graduate School of Business Administration, University of Michigan, 1983. Pp. xiii + 272.

Leigh, James H., and Martin, Claude R., Jr., eds. *Current Issues and Research in Advertising: Reviews of Selected Areas*. Ann Arbor: Division of Research, Graduate School of Business Administration, University of Michigan, 1983. Pp. viii + 168.

Loudon, David L., and Della Bitta, Albert J. *Consumer Behavior: Concepts and Applications*. 2d ed. New York: McGraw-Hill Book Co., 1984. Pp. xix + 727.

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Ring, Lawrence J., et al. *Decisions in Marketing: Cases and Text*. Plano, Tex.: Business Publications, 1984. Pp. xiii + 831. \$28.95.

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MATHEMATICAL MODELS AND COMPUTER RESEARCH

Inmon, W. H. *Integrating Data Processing Systems: In Theory and in Practice*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1984. Pp. xiv + 264. \$30.00.

MONEY AND BANKING

Chisholm, Derke. *The International Monetary System: In Retrospect and Prospect—an Overview*. Ottawa: Conference Board of Canada, 1983. Pp. xi + 84.

Cooper, John, *The Management and Regulation of Banks*. New York: St. Martin's Press, 1984. Pp. xi + 395. \$27.95.

de Cecco, Marcello. *The International Gold Standard: Money and Empire*. New York: St. Martin's Press, 1984. Pp. 254. \$27.50.

PERSONNEL, INDUSTRIAL RELATIONS, LABOR AND MANPOWER

Cunningham, J. B., and White, T. H., eds. *Quality of Working Life: Contemporary Cases*. Ottawa: Labour Canada, 1984. Pp. xiv + 475. \$26.40.

Newman, Robert J. *Growth in the American South: Changing Regional Employment and Wage Patterns in 1960s and 1970s*. New York: New York University Press, 1984. Pp. xviii + 227. \$30.00.

Raelin, Joseph A. *The Salaried Professional: How to Make the Most of Your Career*. New York: Praeger Publishers, 1984. Pp. xviii + 286. \$35.95.

SOCIAL ISSUES AND PUBLIC POLICY

American Enterprise Institute. *Proposals to Deregulate Depository Institutions*. Washington, D.C.: American Enterprise Institute. Pp. 66.

Hoos, Ida R. *Systems Analysis in Public Policy: A Critique*. Revised ed. Berkeley and Los Angeles: University of California Press, 1984. Pp. xxx + 327. \$35.00 (cloth); \$7.95 (paper).

Hubbard, R. Glenn. *The Financial Impacts of Social Security: A Study of Effects on Household Wealth Accumulation and Allocation*. New York: Salomon Brothers Center for the Study of Financial Institutions, New York University, 1983. Pp. 48.

Kleinig, John. *Paternalism*. Totowa, N.J.: Rowman & Allanheld, 1983. Pp. xiii + 242. \$27.50.

Machan, Tibor R., and Johnson, M. Bruce. *Rights and Regulation: Ethical, Political, and Economic Issues*. San Francisco: Pacific Institute for Public Policy Research, 1983. Pp. xxv + 309. \$35.00 (cloth); \$11.95 (paper).

Moore, John H., ed. *To Promote Prosperity: U.S. Domestic Policy in the Mid-1980s*. Stanford, Calif.: Hoover Institution Press, 1984. Pp. xxx + 429. \$19.95.

TRANSPORTATION

Money, Lloyd J. *Transportation Energy and the Future*. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1984. Pp. xii + 142. \$27.95.

MISCELLANEOUS

ABC-Clio Information Services. *Corporate America: A Historical Bibliography*. Santa Barbara, Calif.: ABC-Clio Information Services, 1984. Pp. xii + 341. \$28.50.

- Blotnick, Srully. *The Corporate Steeplechase: Predictable Crises in a Business Career*. New York: Facts on File, Inc., 1984. Pp. 283. \$17.95.
- Goodman, Richard Alan, and Pavón, Julián, eds. *Planning for National Technology Policy*. New York: Praeger Publishers, 1984. Pp. xiii + 439. \$32.95.
- Herrick, Neal Q., ed. *Improving Government: Experiments with Quality of Working Life Systems*. New York: Praeger Publishers, 1983. Pp. xxx + 176. \$24.95.
- Hochstedler, Ellen, ed. *Corporations as Criminals*. Beverly Hills, Calif.: Sage Publications, 1984. Pp. 168. \$8.95.
- Kilmann, Ralph H., et al., eds. *Producing Useful Knowledge for Organizations*. New York: Praeger Publishers, 1983. Pp. xvii + 731. \$49.95.
- Kuhn, Robert Lawrence, ed. *Commercializing Defense Related Technology*. New York: Praeger Publishers, 1984. Pp. xii + 251. \$29.95.
- Makey, John J., and Fetzer, Ronald C. *Business Communication Skills: Principles and Practice*. 2d ed. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1984. Pp. xv + 282. \$16.95.
- Nelson, Donald Earl. *Two General Technology Transfer Acronyms Developed from Two Educational Programs for Small Wood-using Firms*. Ann Arbor, Mich.: University Microfilms International, 1983. Pp. xvi + 346. \$29.00.
- Robison, Wade L.; Pritchard, Michael S.; and Ellin, Joseph. *Profits and Professions: Essays in Business and Professional Ethics*. Clifton, N.J.: Humana Press, 1983. Pp. xii + 331. \$29.50.
- Warner, Irving T. *The Art of Fund Raising*. New York: Bantam Books, 1984. Pp. xii + 163. \$3.50.

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