

Books Received

ACCOUNTING

Barson, Kalman A. *Investigative Accounting*. New York: Van Nostrand Reinhold Co., 1985. Pp. xviii + 228. \$34.50.

BUSINESS ECONOMICS AND ECONOMICS

Friedman, David. *Price Theory: An Intermediate Text*. Cincinnati: South-Western Publishing Co., 1986. Pp. xv + 560.

Landau, Ralph, and Rosenberg, Nathans, eds. *The Positive Sum Strategy: Harnessing Technology for Economic Growth*. Washington, D.C.: National Academy Press, 1986. Pp. xiv + 640. \$35.00.

Pickle, Hal B., and Abrahamson, Royce L. *Introduction to Business*. 6th ed. Glenview, Ill.: Scott, Foresman & Co., 1986. Pp. 482. \$19.95.

Piggott, John, and Whalley, John. *UK Tax Policy and Applied General Equilibrium Analysis*. New York: Cambridge University Press, 1985. Pp. xiv + 345. \$39.50.

BUSINESS FINANCE AND INVESTMENT

Clark, Terry Nichols; DeSeve, G. Edward; and Johnson, J. Chester. *Financial Handbook for Mayors and City Managers*. New York: Van Nostrand Reinhold Co., 1985. Pp. xv + 239. \$34.50.

Lawrence, Peter, ed. *Small Business Breakthrough*. New York: Basil Blackwell, 1985. Pp. viii + 150. \$34.95.

Wigmore, Barrie A. *The Crash and Its Aftermath: A History of Securities Markets in the United States, 1929-1933*. Westport, Conn.: Quorum Books, 1985. Pp. xx + 731. \$49.95.

INDUSTRY AND REGIONAL STUDIES

American Enterprise Institute. *The West German Approach to Unemployment: A Conversation with Heinrich Franke*. Washington, D.C.: American Enterprise Institute, 1985. Pp. 12.

Cusumano, Michael A. *The Japanese Automobile Industry: Technology and Management at Nissan and Toyota*. Cambridge, Mass.: Harvard University Press, 1986. Pp. xxl + 487. \$25.00.

Ghosh, Arabinda. *Competition and Diversification in the United States Petroleum Industry*. Westport, Conn.: Quorum Books, 1985. Pp. xiv + 124. \$35.00.

- Katzman, Martin T. *Chemical Catastrophes: Regulating Environmental Risk through Pollution Liability Insurance*. Homewood, Ill.: Richard D. Irwin, 1985. Pp. xvi + 177. \$25.00.
- Kroker, Arthur. *Technology and the Canadian Mind: Innis/McLuhan/Grant*. New York: St. Martin's Press, 1985. Pp. 144. \$8.95.
- Pettigrew, Andrew. *The Awakening Giant: Continuity and Change in ICL*. New York: Basil Blackwell, 1985. Pp. xxi + 542. \$34.95.
- Samli, A. Coskin. *Technology Transfer: Geographic, Economic, Cultural, and Technical Dimensions*. Westport, Conn.: Quorum Books, 1985. Pp. xviii + 296. \$39.95.
- Skully, Michael T., ed. *Financial Institutions and Markets in the Southwest Pacific: A Study of Australia, Fiji, New Zealand and Papua, New Guinea*. New York: St. Martin's Press, 1985. Pp. xix + 371. \$29.95.
- Williams, Stephen F. *The Natural Gas Revolution of 1985*. Washington, D.C.: American Enterprise Institute, 1985. Pp. 48.

INSURANCE

- American Enterprise Institute. *Proposals for Reform of the Deposit Insurance System*. Washington, D.C.: American Enterprise Institute, 1985. Pp. 50. \$4.95.

INTERNATIONAL TRADE AND FINANCE

- Hanner, F. T., with Ewing, John S. *Country Risk Assessment: Theory and Worldwide Practice*. New York: Praeger Publishers, 1985. Pp. viii + 329. \$42.95.
- Hladki, Karen J. *International Joint Ventures: An Economic Analysis of U.S.-Foreign Business Partnerships*. Lexington, Mass.: Lexington Books, 1985. Pp. viii + 134. \$19.00.
- Johns, R. A. *International Trade Theories and the Evolving International Economy*. New York: St. Martin's Press, 1985. Pp. xii + 321. \$32.50.
- Kaynak, Erdener, ed. *International Business in the Middle East*. Berlin, Germany: Walter de Gruyter, 1985. Pp. xv + 278. \$34.95.
- Sweeney, Gerry, ed. *Innovation Policies: An International Perspective*. New York: St. Martin's Press, 1985. Pp. x + 206. \$22.50.
- Wight, Oliver W. *Manufacturing Resource Planning: MRP II: Unlocking America's Productivity Potential*. Revised ed. New York: Van Nostrand Reinhold Co., 1985. Pp. xx + 518. \$35.00.

MANAGEMENT ORGANIZATION THEORY AND PRACTICE

- Anthony, William P. *Practical Strategic Planning: A Guide and Manual for Line Managers*. Westport, Conn.: Quorum Books, 1985. Pp. xii + 217. \$39.95.
- Behan, Raymond J. *How to Develop, Install, and Maintain a Cost Reduction/Productivity Program*. New York: Van Nostrand Reinhold Co., 1985. Pp. xi + 205. \$34.95.

- Donaldson, Lex. In Defence of Organization Theory: A Reply to the Critics. New York: Cambridge University Press, 1985. Pp. xiii + 196. \$44.50.
- Frost, Peter J.; Mitchell, Vance F.; and Nord, Walter R. Organizational Reality: Reports from the Firing Line. 3d ed. Glenview, Ill.: Scott, Foresman & Co., 1985. Pp. xiv + 626. \$17.95.
- Hussey, David E. Introducing Corporate Planning. 3d ed. Elmsford, N.Y.: Pergamon Press, 1985. Pp. xvii + 216. \$13.00.
- Kagono, Tadao, et al. Strategic vs. Evolutionary Management: A U.S.-Japan Comparison of Strategy and Organization. Amsterdam: Elsevier Science Publishers, 1985. Pp. xii + 328. \$46.00.
- Kaufman, Herbert. Time, Chance, and Organizations: Natural Selection in a Perilous Environment. Chatham, N.J.: Chatham House, 1985. Pp. xii + 179. \$20.00.
- Kirkpatrick, Donald L. How to Manage Change Effectively. San Francisco: Jossey-Bass, Inc., 1985. Pp. xxi + 280. \$21.95.
- Kress, George. Practical Techniques of Business Forecasting. Westport, Conn.: Quorum Books, 1985. Pp. xvi + 257. \$39.95.
- Kuhn, Robert Lawrence, ed. Frontiers in Creative and Innovative Management. Cambridge, Mass.: Ballinger Publishing Co., 1986. Pp. xxv + 391. \$29.95.
- Mills, Geoffrey. On the Board. 2d ed. Winchester, Mass.: Allen & Unwin, Inc., 1985.
- Rickards, Tudor. Stimulating Innovation: A Systems Approach. New York: St. Martin's Press, 1985. Pp. xi + 221. \$25.00.
- Shetty, Y. L., and Buehler, Vernon, M., eds. Productivity and Quality through People: Practices of Well-managed Companies. Westport, Conn.: Greenwood Press, 1985. Pp. xvi + 351. \$45.00.
- Slade, Bernard N., and Mohindra, Raj. Winning the Productivity Race. Lexington, Mass.: Lexington Books, 1985. Pp. xii + 144. \$18.95.
- Smith, John Grieve. Business Strategy: An Introduction. New York: Basil Blackwell, 1985. Pp. vii + 196. \$24.95.
- Waldo, Charles N. Boards of Directors: Their Changing Roles, Structure, and Information Needs. Westport, Conn.: Quorum Books, 1985. Pp. xii + 213. \$35.00.
- Whitehead, John. Planning the Electronic Office. Dover, N.H.: Croom Helm Ltd., 1985. Pp. 175. \$29.00.

MARKETING

- Graham, John W., and Jones, Susan K. Selling by Mail: An Entrepreneurial Guide to Direct Marketing. New York: Charles Scribner's Sons, 1985. Pp. x + 309. \$24.95.
- Jackson, Barbara Bund. Winning and Keeping Industrial Customers: The Dynamics of Customer Relationships. Lexington, Mass.: Lexington Books, 1985. Pp. xiv + 195. \$24.00.
- James, Barrie G. Business Wargames: Use Military Strategies to Beat the Competition. New York: Penguin Books, 1986. Pp. xix + 234. \$5.95.
- Laczniak, Gene R., and Murphy, Patrick E., eds. Marketing Ethics: Guide-

lines for Managers. Lexington, Mass.: Lexington Books, 1985. Pp. xv + 182. \$19.00.

Ries, Al, and Trout, Jack. *Positioning: The Battle for Your Mind*. 1st ed., revised. New York: McGraw-Hill Book Co., 1986. Pp. x + 213. \$17.95.

Spillard, Peter. *Organization & Marketing*. New York: St. Martin's Press, 1985. Pp. 229. \$27.50.

MATHEMATICAL MODELS AND COMPUTER RESEARCH

Schofield, Jack. *The Guardian Guide to Microcomputing*. New York: Basil Blackwell, 1985. Pp. 227. \$14.95.

MONEY AND BANKING

Cleveland, Harold van B., and Huertas, Thomas F. *Citibank, 1812-1970*. Cambridge, Mass.: Harvard University Press, 1985. Pp. xi + 456. \$25.00.

Courtadon, Carol L. *The Competitive Structure of the Eurobond Underwriting Industry*. New York: Graduate School of Business Administration, New York University, 1985. Pp. 72.

Cuthbertson, Keith. *The Supply and Demand for Money*. New York: Basil Blackwell, 1985. Pp. xii + 295. \$39.95.

PERSONNEL, INDUSTRIAL RELATIONS, LABOR AND MANPOWER

Bidwell, Charles E., and Kasarda, John D. *The Organization and Its Ecosystem: A Theory of Structuring in Organizations*. Greenwich, Conn.: JAI Press, 1985. Pp. xxiv + 248.

Bradley, Keith, and Gelb, Alan. *Worker Capitalism: The New Industrial Relations*. Cambridge: MIT Press, 1986. Pp. 186. \$6.95.

Cook, Robert F.; Adams, Charles F., Jr.; Rawlins, V. Lane; and Associates. *Public Service Employment: The Experience of a Decade*. Kalamazoo, Mich.: W. E. Upjohn Institute for Employment Research, 1985. Pp. xiii + 131.

Dilts, David A.; Deitsch, Clarence R.; and Paul, Robert J. *Getting Absent Workers Back on the Job: An Analytical Approach*. Westport, Conn.: Quorum Books, 1985. Pp. x + 164. \$35.00.

Gill, Colin. *Work, Unemployment and the New Technology*. New York: Basil Blackwell, 1985. Pp. xii + 204. \$9.95.

Keenoy, Tom. *Invitation to Industrial Relations*. New York: Basil Blackwell, 1985. Pp. xiv + 287. \$7.95.

Leontief, Wassily, and Duchin, Faye. *The Future Impact of Automation on Workers*. New York: Oxford University Press, 1986. Pp. xiii + 170. \$24.95.

Lewis, H. Gregg. *Union Relative Wage Effects: A Survey*. Chicago: University of Chicago Press, 1986. Pp. xv + 227. \$37.50.

Lund, Robert T., and Hansen, John A. *Keeping America at Work: Strategies for Employing the New Technologies*. New York: John Wiley & Sons, 1986. Pp. xi + 260. \$19.95.

- McKee, William L., and Froeschle, Richard C. *Where the Jobs Are: Identification and Analysis of Local Employment Opportunities*. Kalamazoo, Mich.: W. E. Upjohn Institute, 1985. Pp. xii + 175. \$11.95.
- Malinvaud, Edmond. *The Theory of Unemployment Reconsidered*. 2d ed. New York: Basil Blackwell, 1985. Pp. xiv + 133. \$9.95.
- Miller, R. C. I. *Moving into Management*. New York: Basil Blackwell, 1985. Pp. 164. \$34.95.
- Reskin, Barbara F., and Hartmann, Heidi I., eds. *Women's Work, Men's Work: Sex Segregation on the Job*. Washington, D. C.: National Academy Press, 1986. Pp. xii + 173. \$15.50.
- Schutt, Russell K. *Organization in a Changing Environment: Unionization of Welfare Employees*. Albany: State University of New York Press, 1986. Pp. xiv + 243. \$34.50.
- Tolliday, Steven, and Zeitlin, Jonathan, eds. *Shop Floor Bargaining and the State*. New York: Cambridge University Press, 1985. Pp. vii + 261. \$34.50.

SOCIAL ISSUES AND PUBLIC POLICY

- Agell, Jonas. *Tax Reforms and Asset Markets*. Stockholm, Sweden: The Industrial Institute for Economic and Social Research, 1985. Pp. 181.
- American Enterprise Institute. *Budget Reform Proposals*. Washington, D.C.: American Enterprise Institute, 1985. Pp. 70.
- Gramlich, Edward M., and Ysander, Bengt-Christer, eds. *Control of Local Government*. Stockholm, Sweden: The Industrial Institute for Economic and Social Research, 1985. Pp. 398.
- Schick, Allen. *Crisis in the Budget Process: Exercising Political Choice*. Washington, D.C.: American Enterprise Institute, 1986. Pp. viii + 88. \$4.95.
- Weicher, John C., ed. *Entitlement Issues in the Domestic Budget: The Long-Term Agenda*. Washington, D.C.: American Enterprise Institute, 1985. Pp. 52.

TRANSPORTATION

- Gunn, John. *The Defeat of Distance: Qantas, 1919-1939*. Manchester, N.H.: University of Queensland Press, 1985. Pp. xvi + 400. \$25.00.
- Thoms, David, and Donnelly, Tom. *The Motor Car Industry in Coventry since the 1890s*. New York: St. Martin's Press, 1985. Pp. 243. \$27.50.

MISCELLANEOUS

- American Finance Association. *The Journal of Finance: Cumulative Index, Volumes 1-38 (1946-1983)*. Greenwich, Conn.: JAI Press, 1985. Pp. vii + 287. Institutions: \$95.00; Individuals: \$50.00.
- Bittinger, Marvin L., and Rudolph, William B. *Consumer Smarts: 1001 Hints for Stretching Your Dollar*. Woodbury, N.Y.: Barron's, 1986. Pp. iv + 220. \$11.50.
- Brown, A. J. *World Inflation since 1950: An International Comparative Study*. New York: Cambridge University Press, 1985. Pp. xiv + 409. \$39.50.

- Contractor, Farok J. *Licensing in International Strategy: A Guide for Planning and Negotiations*. Westport, Conn.: Quorum Books, 1985. Pp. xix + 254. \$45.00.
- Daglish, Robert. *Coping with Russia*. New York: Basil Blackwell, 1985. Pp. ix + 185. \$14.95.
- Dickson, Paul. *On Our Own: A Declaration of Independence for the Self-employed*. New York: Facts on File, Inc. 1985. Pp. 184. \$14.95.
- Goodsell, Charles L. *The Case for Bureaucracy: A Public Administration Polemic*. 2d ed. Chatham, N.J.: Chatham House, 1985. Pp. xi + 212. \$11.95.
- Greenfield, Stanley, ed. *The Facts on File Directory of Major Public Corporations*. New York: Facts on File, Inc., 1985. Pp. xv + 1608. \$110.00.
- Lewin, Marion Ein, ed. *The Health Policy Agenda: Some Critical Questions*. Washington, D.C.: American Enterprise Institute, 1985. Pp. xiii + 126.
- Lewis, Adele. *Better Resumes for Sales & Marketing Personnel*. Woodbury, N.Y.: Barron's Educational Series, Inc., 1985. Pp. iv + 236. \$8.95.
- Negrine, Ralph M., ed. *Cable Television and the Future of Broadcasting*. New York: St. Martin's Press, 1985. Pp. 211. \$27.50.
- Parson, Mary Jean, with Culligan, Matthew J. *Back to Basics: Planning*. New York: Facts on File, Inc., 1985. Pp. xiv + 159. \$16.95.
- Riddick, Floyd M., and Butcher, Miriam H. *Riddick's Rules of Procedure: A Modern Guide to Faster and More Efficient Meetings*. New York: Charles Scribner's Sons, 1985. Pp. xvi + 224. \$19.95.
- Rivkin, Bernard. *Patenting and Marketing Your Invention*. New York: Van Nostrand Reinhold Co., 1985. Pp. vii + 216. \$34.95.
- Silber, A. David. *Entrepreneurial Megabucks: The 100 Greatest Entrepreneurs of the Last Twenty-Five Years*. New York: John Wiley & Sons, 1985. Pp. ix + 467. \$19.95.
- Wilson, Graham K. *Business and Politics: A Comparative Introduction*. Chatham, N.J.: Chatham House, 1985. Pp. xii + 155. \$20.00.

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