
Abstracts

The Management Process and Its Core Concepts. Jean Davis Schlater. *Journal of Home Economics*, LIX (February, 1967), 93-98. Available from American Home Economics Association, 1600 Twentieth St., N.W., Washington, D.C. 20009. Single copy \$1.00.

Concepts related to management are discussed in this article in the context of *home* management. These concepts are: the management process, decision making, organization, values, resource availability, and resource utilization. Schlater presents a model or formula for the process of management, representing the whole of management and the two subprocesses (decision making and decision implementing).

Reaching the Unreached. U. G. Word, Jr., and Lloyd L. Rutledge. June, 1966. 23 pp. Available from Agricultural Extension Service, University of Arkansas, Little Rock, Arkansas 72003.

The researchers looked for ways and means of reaching more youth from disadvantaged families, through 4-H. Their research involved the designing and implementing of a program plan to meet the needs, interests, and concerns of this youth group. Discussed in the report are: the importance of knowing the disadvantaged, planning procedure, and professional leadership problems. Four special types of youth projects (camping, workshops, home management groups, and the mobile unit) are described in the appendices.

Research and Investigations in Adult Education. ERIC Clearinghouse on Adult Education, Roger DeCrow, Director. *Adult Education*, XVIII (Summer, 1967). Available from Adult Education Association of the U.S.A., 1225 Nineteenth St., N.W., Washington, D.C. 20036. \$7.50 per year domestic.

This entire issue of *Adult Education* is based on an annual reviewing of research and investigation in adult education. ERIC Clearinghouse on Adult Education compiled the information on 177 research studies completed since the last review. Broad subject areas under which research report summaries are grouped are: learning related abilities, interests, motives; organization and administration of programs; learning environments and formats; methods and techniques; training devices; adult education personnel; education of clientele groups; institutional sponsors of adult education; supporting agencies in adult education; foreign adult education; and research methods and bibliographies. Information is included in this issue regarding the Science Information Exchange operated by Smithsonian Institution.

Big Business, Technology, and Education. Myron Lieberman. *Phi Delta Kappan*, XLVIII (January, 1967), 185-86. Available from Phi Delta Kappa, Eighth St. and Union Ave., Bloomington, Indiana 47401. Single copy \$0.60.

Guest editor Lieberman in *Phi Delta Kappan's* special "Big Business Discovers the Educational Market" issue points out that the growing involvement of big business in the production and sale of educational goods and services has great potential for changing American education. He suggests that this involvement of big business could accelerate possible changes in school finance and add to the educational technology for individualizing instruction, possibly affecting even race relations. He predicts a new educational power structure, and mentions the possible danger involved. However, he sees the overall influence of big business and technology as beneficial to education. According to Lieberman, the entrance of big business into the educational field will have a strong impact on teachers by 1977. He advises educators to investigate the possibilities and the dangers of this entry of big business, then act appropriately.

Family Life Education—A Cause for Action. 1966. 64 pp. Available from American Social Health Association, 1740 Broadway, New York, N.Y. 10009. \$2.00.

Family life education was the focal point of five regional American Social Health Association pilot and demonstration projects reported in this booklet. The projects, conducted in 23 states and the District of Columbia, varied in areas of concentration. Elements studied included teacher preparation, in-service training, curriculum guides, a series of statewide family life education conferences, and family life education teachers' workshops. Chief goal of the projects was to "reach children and young people through the schools with improved content and teaching." The report contents are in three parts: beginning and review; the regional projects; and appendices, including a list of family life education publications.

Organizations and Human Behavior: A Book of Readings. Edited by Gerald D. Bell. 1967. 289 pp. Available from Prentice-Hall, Inc., Englewood Cliffs, New Jersey 07632. \$4.50.

It is suggested that readings included in this collection can be viewed in the framework of (1) the individual (the interrelationships of his personality and work), (2) the characteristics of organizations and occupations, and (3) relationships of these two factors to industrial and economic dimensions of society. Specific topical headings include: industry and society; foundations of bureaucracy; comparative studies of organization; internal dimensions of administration; personality, occupation, and organization; and occupations and professions. The materials selected have been tested to determine reader interest and the adequacy

with which they cover the main topics in the area of behavior in organizations.

Man's Behavior: An Introduction to Social Science. Jules Karlin. 1967. 617 pp. Available from The Macmillan Co., 60 Fifth Ave., New York, N.Y. 10011. \$8.95.

This book is designed as a general introduction to social science, according to the author. It deals with (1) social science and the image of man, (2) man and culture (how we behave as human beings), (3) man in transition (problems of a changing society), (4) economy and government in a mass society, and (5) the dynamics of social change. Case material from previously published works is presented with each chapter, along with discussion questions and suggested further reading.

Consumer Education and the Madison Avenue Morality. David K. Gast. *Phi Delta Kappan*, XLVIII (June, 1967), 485-87. Available from Phi Delta Kappa, Eighth St. and Union Ave., Bloomington, Indiana 47401. Single copy \$0.60.

Our schools, especially elementary ones, must teach children to be critical of advertising, Gast says. He believes that the consumer education taught in high school comes too late, and that it neglects the psychology aspect of advertising. Several examples are presented in support of his theory that the "Madison Avenue Morality" has brought about important changes in American values. What the author recommends for consumer education would necessitate changes in teacher education.

Iowa's Human and Community Development Resources. Vaughn Porter Manley. 1967. 59 pp. Available from Iowa State Manpower Development Council, 500 East Locust St., Des Moines, Iowa 50319.

This directory is intended for use by individuals who are asked for a variety of information and help in the social field, and can also be used by those who are directly interested in the development of community services or service programs. It contains current information on agencies and organizations that can give technical assistance in solving a variety of problems. A large section of the publication is in chart form, listing details concerning 22 service fields. The kinds of services included are health and welfare; educational, training, and counseling services; and general social and economic services. Additional sources of information on student, career, and community aids are listed in the appendix.

Educational Organization and Administration (second edition). Edge L. Morphet, Roe L. Johns, and Theodore L. Reller. 1967. 569 pp. Available from Prentice-Hall, Inc., Englewood Cliffs, New Jersey 07632. \$8.50.

This is an almost completely rewritten version of a previous edition with much new material added. One part deals with principles, concepts, and issues in relation to public education. The other two parts of the

book focus specifically on public education—one concerned with organization for education (federal, state, local) and the other with administration of the program.

Organization Theory: A Behavioral Analysis for Management. William G. Scott. 1967. 442 pp. Available from Richard D. Irwin, Inc., 1818 Ridge Rd., Homewood, Illinois 60430. \$8.00.

The author focuses on organizational theory, recognizing that questions of philosophy shape management thought and practice. One part of the book deals with the territory of organization. Organization is approached at four levels: personality, small group, formal, and complex. Processes (or linking functions) are treated in another part: status and role, social influence, communications, decision making, and balance. In the human territory of management, three main classes of "enduring matters which have been scrutinized at length in the literature of administration and the behavioral sciences" are considered in a third part of the book (in the perspective of the large organization). These include problems of organizational change, of influence, and of issues.

Interpersonal Accommodation. Mark Abrahamson. 1966. 152 pp. Available from D. Van Nostrand Co., Inc., 120 Alexander St., Princeton, New Jersey 08540. \$1.75.

The basic concern of this work is "to analyze the mechanism through which individuals (either unattached or as group members) are able to adjust themselves to others." The orientation is to social behavior and is labeled "interpersonal accommodation." The notions of vicarious learning, response inhibition, and covert communication are explored as basic individual capacities. The second part of the book deals with social mechanisms that are characteristic of groups rather than individuals. A final chapter considers the question of why individuals are motivated to accommodate their behavior to others.

Perspectives on Learning. Edited by Gordon J. Klopff and William A. Hohman. 1967. 128 pp. Available from Mental Health Materials Center, 104 East 25th St., New York, N.Y. 10010. \$3.50.

Two major papers, comments of discussants, and two extended dialogues (the products of a symposium) constitute this publication. The two papers, "The Role of Speech in the Development and Transmission of Culture" and "Some Social Aspects of the Teacher-Student Interaction," are focused primarily on variations in responses or behavior of young people from different social classes. The dialogues include considerable discussion on the relation of theory to practice in education. The focus is on concepts dealing with current concerns in learning.