



Marjory Mortvedt

Abstracts Editor

I want to thank the people who helped review some of these books. I've listed the reviewer's name at the end of the abstract.

MM

Fun Time Activities *Fun Time Activities—Community Projects. Cameron and Margaret Yerian, eds. Chicago: Children's Press, 1975. 47 pp. \$5.25.*

An appealing approach for young children to become interested and involved in their home and community. Ideas for the beginning 4-Header to look at—what can an individual do to make the neighborhood prettier, their family and neighbors happier? The book is packed with ideas and suggested ways to make these ideas action and reality. Excellent artwork and very readable format for the 9-12 year old; many ideas for Extension professionals to build interest in community resource development. *Alice Miskell*

Management *Management: The Individual, the Organization, the Process. Gerald H. Graham. Belmont, Calif.: Wadsworth Publishing Company, 1975. 528 pp. \$12.95.*

This text blends conceptual foundations of management with current techniques for implementation. The concepts included have a solid empirical justification. Major sections of the text are: individual processes, organizational processes, managerial processes—the integrating system, and management adaptability. The book is an excellent reference for Extension administrators and for people interested in managerial training.

People-Reading *People-Reading: How We Control Others, How They Control Us. Ernst G. Beier and Evans G. Valens. New York: Stein and Day Publishers, 1975. 228 pp. \$8.95.*

An easily read book about how to listen, what to listen for, and what to do in personal relationships to determine the extent to which we control or are controlled by others. The authors help the reader analyze the social-emotional styles by which individuals prompt desired responses from others. They also give suggestions for ways to change an unproductive style. The book is both practical and theoretical, and will be of interest to both Extension professionals and paraprofessionals.

Living Communication *Living Communication. Abne M. Eisenberg. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1975. 350 pp. \$6.95 (paper).*

Here's a sparkling, readable text with up-to-date and unusual ways of looking at communication. The author includes sections on a variety of topics ranging from communication models to survival in a small group. Some subjects discussed are provocative, but don't as yet have solid scientific support. A section of unique exercises that illustrate principles covered is included at the back. The book should be interesting and useful to everyone.

Better Polaroid Pictures *How To Take Better Polaroid Pictures. Weston Kemp. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1975. 86 pp. \$3.95.*

An excellent book for the Polaroid buff. The subject matter ranges from the evolution of Polaroid to professional products and equipment, with chapters on natural light and artificial light. Serious students will discover ways to improve their use of the equipment and expand creative techniques. Others will become "more aware of the great imaging opportunities" they encounter daily and understand why the "instant picture" is becoming more acceptable as an art form.

Don Mortenson

Human Side of Organization *The Human Side of Organization. Stan Kossen. San Francisco: Canfield Press, 1975. 370 pp. \$10.95.*

Here's a comprehensive, understandable text on human relations. Behavioral objectives are included at the beginning of each chapter, and terms discussed in the paragraphs are placed in the margins for quick reference. It's well illustrated with cartoons, figures, and photographs.

Subjects covered include: perception, motivation, communication, active listening, leadership, organization, morale, change, prejudice and discrimination, the employment of women, problems of older workers, the handicapped, alcohol and drug abuse, self awareness, and values. A practical and valuable reference for Extension professionals.

Communication in Agriculture *Communications in Agriculture: The American Farm Press. James F. Evans and Rodolfo N. Salcedo. Ames: The Iowa State University Press, 1974. 264 pp. \$6.95.*

This study discusses the impact of commercial farm periodicals on American agriculture from 1880 to 1970. No attempt is made to focus on individual editors or publishers. Rather, the book offers an aggregate picture of a commercial farm press caught up in two revolutions—one in agriculture,

the other in communications. The study includes local, regional, and national periodicals and traces the changes in circulation, audiences, advertisers, and editorial content. Professionals and laymen interested in the history of farm publications and their influence on our society will find this book an informative report and a valuable reference.

Austin Showman

Photography *Photography. 2nd ed. Phil Davis. Dubuque, Iowa: William C. Brown Company Publishers, 1975. 354 pp. \$9.95.*

This is a book that will help the beginner, as well as the seasoned photographer, find order out of the chaos that results from being confronted with ever-changing photographic materials, process changes, and equipment innovations. Subject matter in the book ranges from a very simple approach to photography to the more technical aspects. Included are chapters on close-up photography, using the zone system for image control exposure, characteristics of the photographic lens system, and the kind of camera to buy. This would make an excellent textbook for classroom use as well as a good addition to the photo-buff's reference library.

Don Mortenson

Organization Development and Change *Organization Development and Change. St. Paul, Minn.: West Publishing Company, 1975. 448 pp. \$12.95.*

This book gives the reader a broad perspective on organization development (OD). Its content moves from such theoretical concerns as systems and social change to systemwide and individual organization development techniques. The problems as well as benefits of OD techniques are clearly presented. The book is fairly abstract, but includes excellent lists of references. It will be useful to Extension professionals interested in management, personnel, and training, who wish to know more about OD as an organized and systematic process of change.