

Book Notes*

A. K. Sah. *Systems Approach to Training and Development*. New Delhi: Sterling Publishers Pvt. Ltd. 1991. x + 255 pp.

This book outlines a framework for designing a need-based, result-oriented training and development programme. The basic concepts, including the most recent developments in the fields of andragogy and technology and participative techniques and session guides following the ILO-Matcom method, are presented in the book as components of a systems approach to training and development.

The book also examines certain areas of training and development neglected earlier. These areas include the role of the trainer, developing trainers in the system of training, requirements of the training profession, and evaluation methodology.

Given the subject-matter of the book, it should be of great use to students with an ambition to join the training profession as well as those already working there. The book can also be used as a textbook in institutions conducting diploma courses in training and development.

Anwar Direcha. *Remuneration of a Manager: Dilemma, Dimensions, Dissensions, Dichotomies, Directions*. New Delhi: Sterling Publishers Pvt. Ltd. 1990. vi + 334 pp.

The book presents a multidimensional commentary on the historical, economic, socio-cultural, and organizational factors contributing to the incomes of a small but effective segment of society, the managers and directors of corporations. Thus, the book deals with the rather thorny issue of what determines a manager's remuneration.

M. S. Ramaswamy. *Marketing Salesmanship and Advertizing*. New Delhi: Sterling Publishers Pvt. Ltd. 1991. vi + 436 pp.

This book deals with various concepts and aspects of marketing and sales techniques of importance to marketers, academicians, and students of marketing.

The subject-matter covers marketing processes, marketing risks, information systems, transportation, standardization, warehousing, channels of distribution, marketing of consumer, industrial and agricultural goods, commodity exchange, service and social marketing, sales promotion, salesmanship, and advertizing.

The book has been written in a simple and clear style, making it easier to understand various concepts related to the marketing process.

P. K. Srivastava. *Marketing Management in a Developing Economy*. New Delhi: Sterling Publishers Pvt. Ltd. 1991. vi + 559 pp.

This book is informative about both theoretical as well as practical approaches to marketing, which is a great necessity because, in recent years, the material on this subject has undergone rapid change. The book makes an attempt to incorporate the most recent information available. An important segment of the book deals with examples of marketing management drawn from India and other developing countries. The style is clear and lucid.

*Prepared by Mir Annice Mahmood, Senior Faculty Member at the Pakistan Institute of Development Economics, Islamabad.

Bhaskar Chatterjee. *Japanese Management Maruti and the Indian Experience.* New Delhi: Sterling Publishers Pvt. Ltd. 1990. xi + 147 pp.

The success of the Japanese management techniques has been widely acclaimed, particularly in the industrialized countries of the West. This book examines the application of such techniques to a developing country, India. In particular, it looks at those areas of Indian industry where there has been a substantial Japanese collaboration. For example, the Maruti experiment has been analyzed in depth, with specific reference to identifying the ways in which the Japanese practices have been absorbed there.

The book shows that the adoption of the Japanese management practices has been beneficial, resulting in the emergence of an organizational culture which has raised the level of technical skills, quality control, managerial synchronization, and worker involvement.

Ajit K. Dasgupta (ed). *Manpower Problems in South Asia.* New Delhi: MacMillan India Ltd. 1991. x + 273 pp.

The book presents the studies carried out under a programme of the Committee on Studies for Cooperation in Development in South Asia. In this programme, manpower problems which are common to the countries of South Asia, and the manner in which these are being solved, are examined as a whole to gain knowledge about them. The study is limited to the problem of extensive unemployment among the educated persons and the problem of the low level of manpower productivity in the South Asian region.

Meera Chatterjee. *Indian Women: Their Health and Economic Productivity.* Washington, D. C.: The World Bank. Discussion Paper 109. 1990. 130 pp.

The paper examines the relationship between women's health and their productivity, using the existing data on Indian women. 'Productivity' is defined in the broadest possible sense to include labour-force participation, work output, income, etc. Thus, the major objective of the paper is to look at the issue of women's health with reference to the need to improve both women's productivity and welfare. To achieve this objective, women's health status, its determinants and consequences are scrutinized to help arrive at possible solutions.

Ole David Koht Norbye (ed). *Bangladesh Faces the Future.* Dhaka: The University Press Ltd. 1990. 304 pp.

This book deals with village life in Bangladesh. In particular, it looks at the impact of the agricultural and food policies on farm output and poverty. The book examines related industrial policies; population and development are also dealt with. The issue of foreign aid to Bangladesh from the varying perspective of the recipient and the donor is also discussed at length in the book. Of particular note, in this connection, is a major paper on a self-reliant development strategy for Bangladesh by Professor Rehman Sobhan.

Demetrios Papageorgiou, Michael Michaelis and Armeane M. Choksi (eds). *Liberalizing Foreign Trade.* Oxford: Basil Blackwell. 1991. xii + 428 pp.

This book is Volume 5 in a seven-volume set that deals with liberalizing foreign trade.

It is the result of a major five-year study, undertaken by the World Bank which examines how market-based developing countries have attempted to liberalize trade over the past four decades.

Case-studies are presented of seventeen countries, which are dealing with their experience in reforming their trade regimes. The countries covered include Argentina, Chile, Uruguay, Korea, the Philippines, Singapore,

Brazil, Colombia, Peru, Indonesia, Pakistan, Sri Lanka, New Zealand, Spain, and Turkey.

As mentioned above, the series on liberalizing foreign trade has been published in seven volumes and it can be considered to be a definitive study of the implementation of trade liberalization, its transitional impact, and the attributes required for sustainability of the policy.

ILO. *International Standard Classification of Occupations*. Geneva: International Labour Office. 1990. vii + 457 pp.

This book provides a system for classifying and aggregating occupational information obtained by means of population censuses and other statistical surveys, as well as from administrative records. The book is a revision of the International Standard Classification of Occupations, 1968, which it replaced. The revision was carried out keeping in view the recommendations and decisions of the Thirteenth and Fourteenth International Conferences of Labour Statisticians, held in Geneva in 1982 and 1987 respectively.