

Snow, A. J., *Psychology in Business Relations*: The A. W. Shaw Co., Chicago, 1925.

Concerned primarily with the psychology of the consumer, the market and selling methods.

Strong, Edward Kellogg, *Psychology of Selling and Advertising*: The A. W. Shaw Co., Chicago, 1925.

The psychology of selling to make customers instead of sales.

Tosdal, Harry R., *Principles of Personal Selling*: The A. W. Shaw Co., Chicago, 1925.

A comprehensive scientific study of the selling process, unique in its understanding of the contributions of present-day psychology.

White, Percival, *Market Analysis*: The McGraw-Hill Book Co., New York, 1921, revised edition, 1925.

The technique of market analysis research: a guide to the scientific analysis and organization of markets.

Annals of the American Academy of Political and Social Science, Philadelphia. *Scientific Distribution, Modern Selling*: Vol. CXV, No. 204, 1924. *Psychology in Business*: Vol. CX, No. 199, 1923.

XV. Retail Store Management

Hahn, Lew and White, Percival: *The Merchant's Manual*: McGraw-Hill Book Co., New York, 1924.

Considers all phases of retail—particularly department store—management.

Mazur, Paul M., *Principles of Organization Applied to the Department Store*: Harper & Brothers, New York, 1926. (In press.)

A study and appraisal of different methods of executive organization in department stores.

Nyström, Paul H., *Economics of Retailing*: The Ronald Press Co., New York, 1915, 2nd edition, 1919.

Factual material on retail distribution, indicating the broad lines of retailing progress.

Nyström, Paul H., *Retail Selling and Store Management*: International Textbook Co., Scranton, Pa., 1924.

A more practical discussion of store problems.

XVI. Personnel Administration and Labor Policy

Blum, Solomon, *Labor Economics*: Henry Holt & Co., New York, 1925.

Thoroughgoing discussion of trade union movement, unemployment, business cycle, socialist movement, labor legislation, etc.

Burton, Ernest Richmond, *Employee Representation*: The Williams & Wilkins Co., Baltimore, 1926.

The most informing study of this particular phase.

Commons, John R., *Industrial Goodwill*: The McGraw-Hill Book Co., New York, 1919.

The best book on the fundamental aspects of industrial relations.

Commons, John R., *Industrial Government*: The Macmillan Co., New York, 1921.

Report of experiments in eighteen—chiefly scientific management—plants, with interpretive chapters giving valuable conclusions.

Fitch, John A., *The Causes of Industrial Unrest*: Harper & Brothers, New York, 1924.

A perspicacious discussion of labor problems based on 15 years first hand investigation of attitudes of labor and capital.

Foerster, Robert F. & Dietel, Else H., *Employee Stock Ownership in the United States*: Princeton University Press, Princeton, N. J., 1926.

The most informing study of this particular phase.

Hoopingarner, Dwight L., *Labor Relations in Industry*: The A. W. Shaw Co., Chicago, 1925.

A recent important work on this subject.

Hoxie, Robert Franklin, *Scientific Management and Labor*: D. Appleton & Co., New York, 1915.

Important early criticism from labor point of view.

James, Gorton, Dennison, Henry S., Gay, Edwin T., Kendall, Henry P. and Burritt, Arthur W., *Profit-Sharing and Stock Ownership for Employees*: Harper & Brothers, New York, 1926.

Revision of a ten-year old authority on Profit-Sharing, reflecting developments of the past decade.

Link, H. C., *Education and Industry*: The Macmillan Co., New York, 1923.

Considers industrial education as a social problem and discusses such special problems as trade schools, vestibule schools, foreman's training, etc.

Metcalf, Henry C., *Scientific Foundations of Business Administration*: The Williams and Wilkins Co., Baltimore, 1926.

Collected addresses on biological, psychological, economic and philosophical phases of management and on the theory and practice of scientific management.

Rowntree, B. Seebohm, *The Human Factor in Business*: Longmans, Green & Co., New York, 1921, 2nd edition, 1925.

The point of view of enlightened progressive British Management.

Schell, Erwin H., *Technique of Executive Control*: The McGraw-Hill Book Co., New York, 1924, new edition, 1926.

A detailed discussion of effective executive control.

Scott, Walter, Dill and Clothier, Robert C., *Personnel Management*: The A. W. Shaw Co., Chicago, 1923.

Especially emphasizes on the development of intelligence and other tests.

Tead, Ordway and Metcalf, Henry C., *Personnel Administration*: The McGraw-Hill Book Co., New York, 1920, revised edition, 1926.

The best general treatment of the work and problems of personnel management.

Webb, Sidney, *The Works Manager Today*: Longmans, Green & Co., New York, 1917.

Good discussion from the point of view of intelligence labor leadership.

Williams, Whiting, *What's on the Worker's Mind*: Chas. Scribner & Sons, New York, 1921.

The human side of management and employment problems.

The Annals of the American Academy of Political and Social Science, Philadelphia. *Personnel and Employment Problems*, Vol. LXV, No. 154, 1916. *Stabilizing Industrial Employment*, Vol. LXXI, No. 160, 1917. *Labor Management and Production*, Vol. XCI, No. 180, 1920.

XVII. Psychologic Background of Management

Dewey, John, *Human Nature and Conduct*: Henry Holt & Co., New York, 1922.

Follett, Mary P., *Creative Experience*: Longmans, Green & Co., New York, 1924.

Two works throwing light on motives and conduct in social and industrial relations.

Gilbreth, Lillian M., *The Psychology of Management*: Sturgis & Walton (now Macmillan), New York, 1914.

An early work outlining the field of industrial psychology.

James, William, *Talks to Teachers on Psychology*: Henry Holt & Co., New York, 1899.

For an understanding of the habit side of industrial problems.

Kornhauser, Arthur W. and Kingsbury, Forrest A., *Psychological Tests in Business*: The University of Chicago Press, Chicago, 1924.

A sane, brief presentation of methods of constructing and using psychological tests in business.

Link, Henry C., *Employment Psychology*: The Macmillan Co., New York, 1919.

Standard work on subject matter of title.

McClure, Matthew Thompson, *How to Think in Business*: The McGraw-Hill Book Co., New York, 1923.

A valuable elementary exposition of the thinking process.

Martin, E. D., *The Behavior of Crowds*: Harper & Brothers, New York, 1920.

The psychology of group relationships.

Martin, E. D., *Lectures on Psychology*: The W. W. Norton Co., New York, 1925.

A general, broad understanding of the various schools of psychology and their application in the field of industry.

Overstreet, H. A., *Influencing Human Behavior*: The W. W. Norton Co., New York, 1925.

An interpretation of recent psychological thought in terms suggestive to the executive.

Tansley, Arthur George, *The New Psychology and its Relation to Life*: Dodd, Mead & Co., New York, revised edition, 1922.

A well-balanced statement of psychology from the point of view of the followers of the Freudian school.

XVIII. Economic Background of Management

Clark, John Maurice, *The Social Control of Business*: The University of Chicago Press, Chicago, 1926.

A discussion of the social-control factors of the business executive's environment.

Clay, Henry, *Economics, an Introduction for the General Reader*: The Macmillan Co., London and New York, 1916; 2nd edition, 1918.

A readable English statement for the layman.

Edie, Lionel D., *Economics: Principles and Problems*: Thomas Y. Crowell Co., New York, 1926.

Emphasizes modern economic developments, considering economics as a growing body of organized knowledge concerning one aspect of human behavior.

Haney, Lewis H., *A History of Economic Thought*: The Macmillan Co., New York, 1911.

A standard text.

Marshall, Leon C., *Readings in Industrial Society*: The University of Chicago Press, Chicago, 1919.

A well balanced collection of authoritative articles.

Taussig, F. W., *Principles of Economics*: The Macmillan Co., New York, 1921.

The standard work by an American economist.

Van Metre, T. W., *Economic History of the United States*: Henry Holt & Co., New York, 1921.

A standard history text.