



Book Reviews

THE ART OF PROFILING: READING PEOPLE RIGHT THE FIRST TIME, by Dan Korem, International Focus Press, P.O. Box 1587, Richardson TX 75083, ©1997, \$29.95 ISBN 0-9639103-3-7

Anyone involved in dealing with people, whether from a police perspective or as a human resource officer or sales person, will be able to perform better if they can “read” people objectively and accurately. *The Art of Profiling: Reading People Right the First Time* is a book by investigative journalist Dan Korem which takes readers step by step through a series of exercises to develop this ability.

The Korem Profiling System focuses on the “talk” and the “walk” — how a person chooses to communicate, and how they perform on the job or make decisions. Using well-known public figures as examples, Korem illustrates certain actions and traits: Marlon Brando’s godfather character and the effervescent comedian Robin Williams demonstrate the extreme forms of communication, ranging from rigidly controlled to wildly expressive.

The book is more of a training manual than a documentary, with each chapter serving as a separate lesson, complete with exercises for personal application. Plenty of review and a variety of memorable examples reinforce each concept before moving on to the next. It’s not a book to rush through; some exercises are meant to be completed over a week’s time to ensure the reader grasps each concept well.

Korem cautions readers to work slowly and not to jump to conclusions. “You will misread people with greater frequency until you have more experience,” he advises. “People

are to be respected and cherished, so proceed carefully.” Korem instructs readers to choose their own subjects for profiling and compare their communication styles or performance styles with those of the public figures he gives as examples, so that the subjects can be “plotted” on scales. Users can complete the comprehensive profile to get a well-rounded picture of the subject.

The comprehensive profile which results will show a person’s strengths and weaknesses, as well as other tendencies. In addition, the book suggests the best ways to interact with the subject, whether one is selling ideas, products or services, handling confrontations, or interviewing the subject for possible employment. As added insurance, Korem points out possible reasons for misreading subjects, and describes profiles that are more common and those that are less likely to appear. He also describes 16 comprehensive profiles and how best to handle each one. Case histories for four different subjects demonstrate the usefulness of comprehensive profiles in solving problems.

Of particular value to police users are the suggestions and tips for interacting with different personalities — which approaches work best with each profile. Korem also shows how to work up a profile quickly when there is less time for analytical reflection.

Reviewed by Brenda Zanin

SUBURBAN GANGS: THE AFFLUENT REBELS, by Dan Korem, International Focus Press, P.O. Box 1587, Richardson TX 75083, ©1997 ISBN 0-9639103-1-0

As addressed in the book, gangs are not just an inner-city trend anymore; they are picking up speed in affluent communities. In the