

AN IMPORTANT NEW BOOK

The Executive and His Control of Men: A Study in Personal Efficiency

By ENOCH BURTON GOWIN

Of the New York University School of Commerce

Cloth, 12mo

The author's primary aim in this book is to increase one's executive ability. Accordingly he tells how personal efficiency is developed, treating such topics as The Energizing Rate, The Increase of Power, Organization, and Systematic Personal Effort. The various methods by means of which the executive motivates his men are then considered, in which connection is discussed the rôle of personality, suggestion, emulation, rewards, instruction, etc. The third part of the book analyzes the limits upon the executive's power, such as apathy, opposition, and competition, and shows how these may be dealt with. The book treats an important subject in a practical way; it makes use of the best things in modern social psychology and applies it directly to the executive. It should, therefore, be of interest to students of social psychology, as well as of business, and to executives.

THE MACMILLAN COMPANY

Publishers

64-66 Fifth Avenue

New York