

Management Ideas



FOR STILL BETTER

RESULTS

RELATIONS

REPUTATION

a monthly newsletter to key executive-leaders
on practices, possibilities and ideas generally
for stepped up performance

edited by

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on problem-solving and creative ideas

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3205 AUTOMATING JOB INTERVIEWS: Computers may soon take over job interviewing and candidate screening. Computer Employment Applications(CEA) is a software program that uses a personal computer to interact with and interview job applicants about their background, gather detailed data from them, and immediately print out a comprehensive summary of the interview. Many employers are finding it increasingly difficult to check candidates' references since current or former employers are reluctant to give out potentially defamatory information. CEA developer Richard J. Phannenstill has found that applicants are more truthful with the electronic interviewer than with its human counterpart.

3206 LIBERAL EDUCATION: Clifton Fadiman has written a book "THE LIFETIME READING PLAN". [New York, NY. Thomas Y. Crowell Co.]. He has recommended 100 of the best authors (and their books) of the West. He admits he does not know of the East. My be one of our Readers will prepare a supplementary list of 100 of the best books of the East.

If you can get a copy of the book, do read it. We reproduce here the list and also extracts from his insightful introduction.

FROM THE INTRODUCTION

It is called a Lifetime Reading Plan. The books here discussed may take you fifty years to finish.*** They are intended to occupy an important part of a whole life, no matter what your present age may be.*** They can be a major experience, a source of continuous internal growth. Hence the word Lifetime. These authors are life companions. Once part of you, they work in and on and with you until you die. They should not be read in a hurry, any more than friends are made in a hurry. This list is not something to be "got through." It is a mine of such richness of assay as to last a lifetime.

The aim is simple. The Plan is designed to help us avoid mental bankruptcy. It is designed to fill our minds, slowly, gradually, under no compulsion, with what the greatest writers of our Western tradition have thought, felt, and imagined. Even after we have shared these thoughts, feeling and images, we will still have much to learn: all men die uneducated. But at least we will not feel quite so lost, so bewildered. We will have disenthralled ourselves from the merely contemporary.*** We survive precisely as primitive man survived, that is, by force and cunning. But live by ideas and faiths of which he had hardly a premonition.

I do not wish to claim too much for The Lifetime Reading Plan. It is not magic. It does not automatically make you or me an "educated man." It offers no solution to life's ultimate mysteries. It will not make you "happy"--such claims are made by toothpastes, motorcars, and deodorants, not by Plato, Dickens, and Hemingway. It will simply help to make your interior life more interesting, as a love affair does, or some task calling forth your deepest energies.

One thing I've found out is that it's easy enough to say that they enlarge you, but rather difficult to prove it in advance. It is less difficult to prove (you'll sense it in short order) that they act like a developing fluid on film. That is, they bring into consciousness what you didn't know you knew. Even more than tools of self-enhancement, they are tools of selfdiscovery.*** A great book is often such a midwife, delivering to full existence what has been coiled like an embryo in the dark, silent depths of the brain.

For whom is the Plan meant? In general the Plan is meant for anyone, from eighteen to eighty, who is curious to see what his mind can master in the course of his remaining lifetime, and who has not met more than ten percent, let us say, of the writers listed.

It is intended for the eager young man or woman of modest means (many of these books can be bought for little money) for whom the thrills of business competition or homemaking, while valid, are inadequate.

THE BEGINNING

1. HOMER. *The Iliad*
2. HOMER. *The Odyssey*
3. HERODOTUS. *The Histories*
4. THUCYDIDES. *The History of the Peloponnesian War*
5. PLATO. *Selected Works*
6. ARISTOTLE. *Ethics, Politics*
7. AESCHYLUS. *The Oresteia*
8. SOPHOCLES. *Oedipus Rex, Oedipus at Colonus, Antigone*
9. Euripides. *Alcestis, Medea, Hippolytus, Trojan Women, Electra, Bacchae*
10. LUCRETIUS. *Of the Nature of Things*
11. VIRGIL. *The Aeneid*
12. MARCUS AURELIUS. *Meditations*

THE MIDDLE AGES

13. SAINT AUGUSTINE. *Confessions*
14. DANTE ALIGHIERI. *The Divine Comedy*
15. GEOFFREY CHAUCER. *The Canterbury Tales*

62. LEO NIKOLAYEVICH TOLSTOY. *War and Peace*
63. VLADIMIR NABOKOV. *Lolita; Pale Fire; Speak, Memory*
64. ALEKSANDR ISAYEVICH SOLZHENITSYN. *The First Circle, Cancer Ward*

PHILOSOPHY, PSYCHOLOGY, POLITICS, ESSAYS

65. THOMAS HOBBS. *Leviathan*
66. JOHN LOCKE. *Second Treatise of Government*
67. DAVID HUME. *An Enquiry Concerning Human Understanding*
68. JOHN STUART MILL. *On Liberty*
69. ALFRED NORTH WHITEHEAD. *Science and the Modern World*
70. KARL MARX AND FRIEDRICH ENGELS. *The Communist Manifesto*
71. FRIEDRICH WILHELM NIETZSCHE. *Thus Spake Zarathustra, Selected Other Works*
72. SIGMUND FREUD. *Selected Works*
73. NICCOLO MACHIAVELLI. *The Prince*
74. MICHEL EYQUEM DE MONTAIGNE. *Selected Essays*
75. RENE DESCARTES. *Discourse on Method*
76. BLAISE PASCAL. *Thoughts (Pensees)*
77. ALEXIS DE TOCQUEVILLE. *Democracy in America*
78. HENRY DAVID THOREAU. *Walden, Civil Disobedience*
79. RALPH WALDO EMERSON. *Selected Works*
80. WILLIAM JAMES. *The Principles of Psychology, Pragmatism and Four Essays from The Meaning of Truth, The Varieties of Religious Experience*
81. JOHN DEWEY. *Human Nature and Conduct*
82. GEORGE SANTAYANA. *Skepticism and Animal Faith, Selected Other Works*

POETRY

83. JOHN DONNE. *Selected Works*
84. JOHN MILTON. *Paradise Lost, Lycidas, On the Morning of Christ's Nativity, Sonnets, Areopagitica*
85. WILLIAM BLAKE. *Selected Works*
86. WILLIAM WORDSWORTH. *The Prelude; Selected Shorter Poems; Preface to the Lyrical Ballads, 1800*
87. SAMUEL TAYLOR COLERIDGE. *The Ancient Mariner, Christabel, Kubla Khan, Biographia Literaria, Writings on Shakespeare*
88. WILLIAM BUTLER YEATS. *Collected Poems, Collected Plays, The Autobiography*
89. T.S. ELIOT. *Collected Poems and Plays*
90. WALT WHITMAN. *Selected Poems; Democratic Vistas; Preface, 1855, to first issue of "Leaves of Grass", A Backward Glance O'er Travel'd Roads*
91. ROBERT FROST. *Collected Poems*
92. W.H. AUDEN AND NORMAN HOLMES PEARSON (eds.) *Poets of the English Language*
93. RICHARD ELLMAN AND ROBERT O'CLAIR (eds.) *The Norton Anthology of Modern Poetry*

HISTORY, BIOGRAPHY, AUTOBIOGRAPHY

94. WILL AND ARIEL DURANT. *The Story of Civilization*
95. GEORGE MACAULAY TREVELYAN. *History of England*
96. SAMUEL ELIOT MORISON. *The Oxford History of the American People*
97. RICHARD B. MORRIS (ed.) *Basic Documents in American History*
98. Jean-Jacques Rousseau. *Confessions*
99. JAMES BOSWELL. *The Life of Samuel Johnson*
100. HENRY ADAMS. *The Education of Henry Adams*

PLAYS

16. WILLIAM SHAKESPEARE. Complete Works
17. MOLIERE. Selected Plays
18. JOHANN WOLFGANG VON GOETHE. Faust
19. HENRIK IBSEN. Selected Plays
20. GEORGE BERNARD SHAW. Selected Plays and Prefaces
21. EUGENE O'NEILL. Mourning Becomes Electra, The Iceman Cometh, Long Day's Journey into Night
22. E. BRADLEE WATSON and BENFIELD PRESSEY (eds.) Contemporary Drama, 4 Vols

NARRATIVES

23. JOHN BUNYAN. The Pilgrim's Progress
24. DANIEL DEFOE. Robinson Crusoe
25. JONATHAN SWIFT. Gulliver's Travels, A Modest Proposal, Meditations Upon a Broomstick, Resolutions When I Come to Be Old
26. LAURENCE STERNE. Tristram Shandy
27. HENRY FIELDING. Tom Jones
28. JANE AUSTEN. Pride and Prejudice, Emma
29. EMILY BRONTE. Wuthering Heights
30. CHARLES DICKENS. Pickwick Papers, David Copperfield, Bleak House, Great Expectations, Hard Times, Our Mutual Friend, Little Dorrit
31. WILLIAM MAKEPEACE THACKERAY. Vanity Fair
32. GEORGE ELIOT. The Mill on the Floss
33. LEWIS CARROLL. Alice's Adventures in Wonderland, Through the Looking - Glass
34. THOMAS HARDY. The Mayor of Casterbridge
35. JESOPH CONRAD. Nostromo
36. E.M. FORSTER. A Passage to India
37. JAMES JOYCE. Ulysses
38. D.H. LAWRENCE. Sons and Lovers, Women in Love
39. ALDOUS HUXLEY. Brave New World, Collected Essays
40. THOMAS MANN. The Magic Mountain
41. FRANZ KAFKA. The Trial, The Castle, Selected Short Stories
42. FRANCOIS RABELAIS. Gargantua and Pantagruel
43. VOLTAIRE. Candide and Other Works
44. STENDHAL. The Red and the Black
45. HONORE DE BALZAC. Pere Goriot, Eugenie Grandet
46. GUSTAVE FLAUBERT. Madame Bovary
47. MARCEL PROUST. Remembrance of Things Past
48. ANDRE MALRAUX. Man's Fate
49. ALBERT CAMUS. The Plague, The Stranger
50. EDGAR ALLAN POE. Short Stories and Other Works
51. NATHANIEL HAWTHORNE. The Scarlet Letter, Selected Tales
52. HERMAN MELVILLE. Mody Dick
53. MARK TWAIN. Huckleberry Finn
54. HENRY JAMES. The Ambassadors
55. WILLIAM FAULKNER. The Sound and the Fury, As I Lay Dying
56. ERNEST HEMINGWAY. Short Stories
57. MIGUEL DE CERVANTES SAAVEDRA. Don Quixote
58. JORGE LUIS BORGES. Labyrinths, Dreamtigers
59. NIKOLAI VASILIEVICH GOGOL. Dead Sons
60. IVAN SERGEYEVICH TURGENEV. Fathers and Sons
61. FEODOR MIKHAILOVICH DOSTOYEVSKY. Crime and Punishment, The Brothers Karamazov

101. E. H. GOMBRICH. *The Story of Art*
102. ALFRED NORTH WHITEHEAD. *An Introduction to Mathematics*
103. LINCOLN BARNETT. *The Universe and Dr. Einstein*
104. MORTIMER J. ADLER and CHARLES VAN DOREN. *How to Read a Book*

3207 **LOOKING FOR A CAUSE TO SUPPORT?** A great cause. More, a great man behind it. KRIPA FOUNDATION - Managing Trustee: Fr. Joe Pereira - has been doing pioneering and practical work in the area of rehabilitating drug addicts and alcoholics since 1981. Address: Mt. Carmel Church 81 A Chapel Road, Bandra Bombay 400 050. Phone: 640 54 11. They are actively looking for help from the charitable - minded. Donations are tax exempt under section 80G of the Incometax Act 1961.

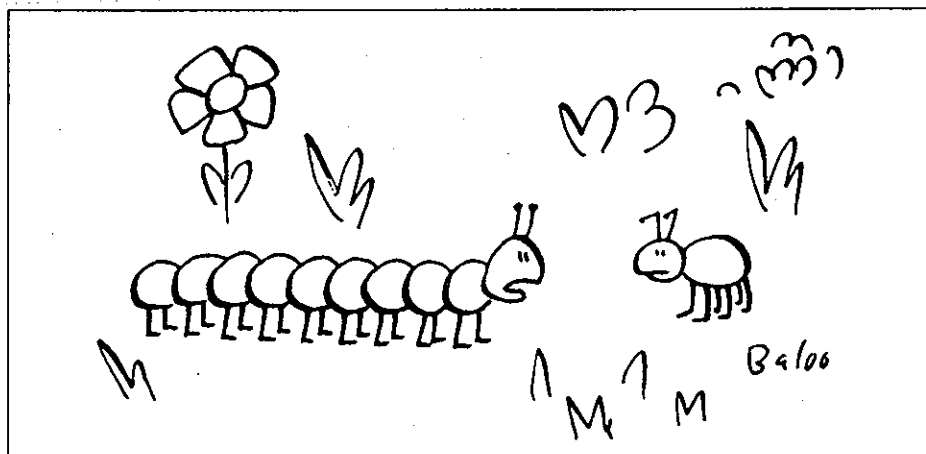
3208 **LEARN AS YOU DRIVE:** CalComp, a California subsidiary of Lockheed Corporation, has a service that benefits employees and the company. An audiocassette loan program, funded by the HR department, provides both self-help and recreational tapes for free loan to employees.

3209 **LAUGHING MATTER?**

Prisoner - "The judge sent me here for the rest of my life."

Guard - "Got any complaints."

Prisoner - "Well, I wouldn't call breaking rocks with a hammer much of a rest."



"Can I let you know tomorrow? It takes me a while to reach a consensus."

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