

more interesting than questionnaires.

What did the Canadian company employees want to hear most in an information program? No surprise here: they wanted to know how pay ranges were established and how pay in one area compared with pay in other areas and in other companies. But they also wanted more information on what the company was doing in other parts of the world and how the company's products were ultimately used.

L.D.B.

The Creation of Consent, Public Relations in Practice. Charles S. Steinberg. New York, Hastings House Publishers, 1975, 315 pages, \$13.50.

This excellent book has two great values for the ABCA reader:

- It carries an abundance of up-to-the-minute comments on public relations practices in government and industry and it is written by a knowledgeable former vice president of public information at CBS.
- It treats public relations as a management function and provides authoritative insights to current practice, evaluates procedures, and lays down useful guidelines for advancing the profession.

The approach is more definitive than how-to-do, but it does carry practical information. The fifteen chapters review public relations and the creation of consent; public relations history; public relations and communication; public opinion and propaganda; persuasion; management communications; public relations practice; press relations, radio, film; internal publics; external publics; educational, public service, trade, and professional publics; government public relations; international public relations; and ethical and legal considerations. One of the great features of the book is the budget of case studies including AFL-CIO, American Medical Association, the American National Red Cross, AT&T, U.S. Chamber of Commerce, E.I. DuPont de Nemours, Getty Oil, Insurance Information Institute, Mobil Oil, National Public Relations Council of Health & Welfare Services, Inc., The New York Stock Exchange, and the United States Information Agency.

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