

*Strategy in Action*, JOHN L. THOMPSON, Chapman & Hall (1995), 244 pp., £12.99.

Explores strategy in action and how companies actually make practical decisions about strategy creation, implementation and change, emphasizing the key issues and dilemmas. Uses extended case studies (Virgin, McDonalds, Hanson, General Electric, Microsoft.) Well presented and useful for teaching, as well as for managers.

*World Class: Thriving Locally in the Global Economy*, ROSABETH MOSS KANTER, Simon & Schuster (1995), 416 pp., £17.99.

Shows how businesses and communities can harness global market forces and make them work to their advantage at the local city and regional level. Success will come only to those companies, large or small, whose goods and services meet world class standards, and even the small need to tap into international networks and global alliances. (Surprisingly *learning* is not given a higher priority; neither are ethics/values.) Key issues for global corporations are also discussed in *Creating a World Class Quality Organisation: 10 Essentials for Business Success* BRYAN D. PRESCOTT, Kogan Page (1995), £19.95; *TQM an Integrated Approach: Implementing Total Quality through Japanese 5-S and ISO 9000*, SAMUAL K. HO, Kogan Page (1995), 292 pp., £35.00; *Perspectives on European Business*, edited by SIR WILLIAM NICOLL, DAVID NORBURN and RICHARD SCHOENBERG, Whurr Publishers (1995), 228 pp., £19.50 (23 interesting papers) and *Process Improvement: a Handbook for Managers*, SARAH COOK, Gower (1996), 162 pp., £32.00.

*Frontiers of Complexity: the Search for Order in a Chaotic World*, PETER

**Review Briefs** are not detailed reviews. They are mainly brief notes and descriptions of books received for review to enlighten the reader on their general intention and approach.

The expectation is that more books can be described to readers than has proved possible by publishing only critical reviews. The descriptive information should enable interest in the books to be raised beyond that induced by just listing the titles. However, it is recognized that a critical review can be far more informative about a book than is attempted with Review Briefs and, accordingly, offers to review any books are solicited.

Having been described in Review Briefs, a review should critically examine the contents of a publication as an assessment of whether its stated intentions have been met and whether the way it achieves these intentions is attractive to the reader. It is expected that each review will require 1000—1500 words and will be fully attributed. The reviewer keeps the book but *Long Range Planning* makes no payment.

As an alternative, it may be apparent that either a single 'milestone' class publication or several books on a single topic could constitute a wider perspective Essay Review. This would be expected to comprise an article of some 3000—4000 words and would have a written introduction by the Review Editor. The Journal would make its usual article contribution payments to the author of an Essay Review.

Readers interested to review any book in Review Briefs should be prepared to offer a copy deadline some 5 months ahead which can be relied on in planning the Journal. As a matter of readership policy, reviewer preference will be given to practising managers, or planners. Your interest should be expressed as a specific request to review a book from Review Briefs, preferably giving some intimation of why you think your review would be of interest to readers, addressed to:

**Bruce Lloyd, Book Review Editor, 48 Aberdare Gardens, London NW6 3QA, UK.**

**Wherever possible, both Reviews and Review Essays should be supplied in hard copy and in electronic form on floppy disk—see Notes for Contributors on the inside back cover.**

COVENEY and ROGER HIGHFIELD, Faber & Faber (1995), 462 pp., £18.99.

A useful addition to the increasing number of publications which are attempting to distill simple messages from the studies of complexity.

*The New Leaders: Achieving Corporate Transformation through Dynamic Leadership*, PAUL TAFFINDER, Kogan Page (1995), 192 pp., £25.00.

A series of in-depth interviews with a number of business leaders that focus on an analysis of the driving forces behind the process of transformation with which so many organizations are currently grappling. Readable and thought-provoking but, again, little

attention to the whole area of learning. This point can also be made about *Maximum Leadership: the World's Top Business Leaders Discuss How They Add Value to Their Companies*, CHARLES FARKAS, PHILIPPE DE BACKER and ALLEN SHEPPARD, Orion (1995), 251 pp., £20.00. Emphasizes the important point: "At The End of The Day, The Leadership Challenge Is To Add Value". The former study was undertaken in conjunction with consultants Cooper & Lybrand, while two authors of the latter were from Bain & Co. A brief review of the key issues by two of the leading world thinkers in this area is contained in *Reinventing Leadership: Strategies to Achieve a New Style of Leadership and Empower Your Organisation*, WARREN BENNIS and ROBERT TOWNSEND, Piatkus (1995), 187 pp.,