

PROGRESS IN MANAGEMENT THOUGHT

Our tenth year of publication

1971 was an unsatisfactory and frustrating year in the development of professional management. The dynamic build up during the sixties faltered. Demand for management education evaporated at the post experience level; the whole system of inducement to managements to invest in education and training came under review despite a generally very creditable performance in the sixties by Industrial Training Boards. Such auguries should perhaps be treated with greater respect than we have accorded them in our plans for the further extension of our management information services to our readers. Rather than cutting back on our activities we have sought to develop and supplement them. Our fingers have been burnt commercially more often than we would have wished, but we are proud to report that our New Series policy, and our promotional efforts since the postal strike in 1971, have met with considerable success. We added 30 per cent to our paid sales in 1971 and MANAGEMENT DECISION is now conservatively estimated to have a readership in excess of 10,000 amongst senior managers, amongst the new breed of well educated less-senior managers, and amongst staff specialists.

A New Monograph Series

Against this background we have decided to launch, in our tenth year, a supplementary service to our readers. It takes the form of a series of Monographs under the MANAGEMENT DECISION imprint. For an identical subscription rate, current subscribers to the familiar journal series can also now subscribe to our new monograph series which goes under the general title PROGRESS IN MANAGEMENT THOUGHT. Full details are enclosed with this issue by way of an inserted leaflet; you may already have heard independently of this new service from your local bookseller/agent. May we count on your patronage? If so, please take the necessary steps towards letting us know by sending in your official order. You will observe from our promotional leaflet that the early monographs are both catholic in their approach and authoritative in their authorship. Lord (Wilfred) Brown was a regular contributor to this journal before he went to the Board of Trade as Minister for Exports. Andrew Robertson has been an adviser to this journal since he left *The Manager* in 1966. We believe the series affords excellent fare in the best traditions of MANAGEMENT DECISION and is worthy of your support. We trust you will agree and that you will promptly return the Order Form included with the inserted leaflet to ensure that you receive your regular copies of monographs as soon as they are published.

Sororal Europeanisation

February 1972 saw the birth of a sister journal to MANAGEMENT DECISION—with the title EUROPEAN TRAINING. You will have seen it advertised in this journal last year and we are well pleased with its progress. It currently appears thrice yearly and is specifically designed to ensure that a critical professional forum exists throughout Europe. Its first issue has been well received and reviewed and if you would like further details, please do not hesitate to write. Single sample copies are available at cost plus postage.

The Europeanisation trend has not been limited to EUROPEAN TRAINING. We have also adapted our sub-title for MANAGEMENT DECISION to reflect our determination during 1972 and 1973 to attract more contributions from our continental mainland, and also to seek further readers there. Over 50 per cent of our readership is already outside the U.K. and Eire.

Quarterly Again or Bi-monthly by 1973

Readers will recall that an integral part of our New Series strategy at the end of 1970, was to reduce the frequency of MANAGEMENT DECISION from quarterly to thrice yearly. We were able to afford an equally effective coverage of subject matter in this way and our strategy has at last brought the publishing side of this journal within sight of a reasonable rate of return on the assets employed. We are thus encouraged to give serious consideration to the possibility of going quarterly again or even bi-monthly in 1973.

As you may imagine, we received many letters at the time of our change at the end of 1970. Some even suggested that rather than a reduction of issues, we should contemplate a bi-monthly publishing policy. This is certainly feasible editorially in that we get a handsome supply of good material for publication, but we are uncertain how you the reader would perceive such a proposition, i.e. six issues per year for a subscription of £13.50. Your reactions would be most sincerely welcome at this stage please.

Gigantic Sale of Back Numbers

Our gigantic sale of backnumbers from late Spring to early Autumn 1972 has already been hailed as a "hoax". We throw ourselves on the mercy of all good OR folk with an understanding of stock holding problems. Our contention is that by 1980 all present stocks of backnumbers will be worthless and will have cost us as much to hold for the duration as we would receive if we sold them. Our only chance of profitable sales is to persuade readers with breaks in their volumes to let us know now. We will swiftly honour all requests that we can, with a 25 per cent discount available to encourage one and all to check for any deficiencies.

Order The New Monographs Series swiftly please.