

Professional & Reference Book Division

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1221 Avenue of the Americas  
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May 26, 1977

Mr. L. D. Miles  
Sedgefield R 5, B 840  
Easton, MD 21601

Dear Larry:

Thanks for your letter of May 21 and the interesting information in it.

The book will be available this fall because we do want to make the sales to the colleges.

By means of a copy of this letter I am requesting our Sales Department to ship you one carton of books (approximately 25-30) billing you against your royalty account. I can not tell you what will be done with regard to the state sales tax because this is decided by our Accounting Department.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Ty Hicks', written in a cursive style.

Tyler G. Hicks  
Editor-in-chief, Engineering,  
Science, and Management

TGH:vm  
cc: S. Shields

77-10

See also enclosure "B".  
They are pages from the prepared material showing the nature of the course and the use of our text.  
LDM

May 21.1977

Tyler Hicks, Editor in Chief  
McGraw-Hill Book Co  
1221 Avenue of the Americas  
New York, NY 10020

Good Morning Ty;

Its been a long time, but I've thought lots about you.

The need for Value Analysis, the strength of Value Analysis and the continuing sales efforts of myself and others is starting to bear fruit.

Please read enclosure "A" - the "punch" I gave it at the SAVE National Convention two years ago.

Now actions to teach the subject in regular college undergraduate courses is growing in several areas.

One is the action of Donald Parker, one of the heads of the Value Engineering - which they now call Value Management - for US government.

1. He has two colleges, perhaps three, committed to provide a regular course to under-graduates, credited the same as their courses of preparation for elec. engrg., mech. eng., acctg, law, etc.
2. To do that he selected ~~our~~ book, second edition as the text.
3. He agreed to write the work manual, the lesson plans, the tests, the test schedule, the grading system etc to be available in June. At his request, I have already read and made a few important changes to over 200 pages of typed sheets.
4. The colleges want assurance that the books will be available this fall. I have told them that they will be available, but we need confirmation from you, and assurance of adequate planning.
- 5 Don expects the number of universities teaching it to double or triple each year for a few years.

This will slowly bring great benefit to industry and government.

Please ship to me a unit box of books (prox.25 or 30) billing them to my royalty account. My sales discount is, as you will recall, 33 1/3%. Since, it is my belief that McGraw-Hill does not have a company owned bookstore in Maryland, no state tax should be charged.

Warmest Regards, Larry Miles

SUPPLEMENTAL READING

to the text

Techniques of Value Analysis and Engineering (second edition)

by

Lawrence D. Miles

CONTENTS

- Part 1. History, application and definitions
- Part 2. Aesthetics and worth
- Part 3. Beginning a value study
- Part 4. Group dynamics and human relations
- Part 5. FAST diagramming
- Part 6. Creativity
- Part 7. Judging ideas
- Part 8. Complementary techniques
- Part 9. Cost control and cost models
- Part 10. Life cycle costing

## Reading Assignment Summary

<u>Session</u>	<u>Miles textbook</u>	<u>Supplement</u>
1	Ch: 1, 6, 7, 18	Part 1
2	Ch: 2, 3, 4	Part 2
3	Ch: 5, Ch: 8 ppg 87-102, 125-160	Part 3
4	Ch: 17 ppg 299-307	Part 5
5	Ch: 8 ppg 102-125	Part 4, Part 6
6	Ch: 10, Ch: 17 ppg 305-312	Part 7
7	Ch: 9	
8	Ch: 12	Part 8
9		Part 9
10		Part 10
11	Ch: 11	
12		
13		
14	Ch: 13, 14, 15, 16	

## BASIS FOR GRADING

### Items

### Sessions

Reading comprehension quizzes will be given at the beginning of the following sessions on the assigned reading shown.

2,3,4,5,6  
8,9,10,11

Written homework will be due at the beginning of the following sessions on the assignment shown.

2,3,4,5,6  
9,10,12

Mid-term and final examinations will be conducted during these sessions.

7,13

Oral presentation of individual value studies, with written outline, will be due at this session.

12

### Credit as a % of grade

Quizzes	- 10%
Homework	- 10%
Mid-term exam	- 25%
Oral presentation	- 25%
Final exam	- 30%

### Grade scale

90 - 100	. . A
80 - 89	. . B
70 - 79	. . C
60 - 69	. . D
0 - 59	. . F

### For CEU credit

70 - 100	. . pass satisfactorily
0 - 69	. . unsatisfactory completion

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Course Accompanied  
by an Instructor Guide

Containing  
schedule  
lecture notes  
quizzes  
class exercises  
exams  
homework

~~Supplemental info:~~  
basis for grading  
answer guides  
~~film abstracts~~  
workbook  
~~SAVE information~~

BOTH for 1/4 & semester  
systems

3 hrs Credit  
~~Credit for SAVE~~

Not a book, because  
it is not self contained  
supplement to rules 2nd

sales assistance  
can only be used with Miles -  
might want secondary printing rights -  
sell the two together