

10/22/76

Tyler Hicks
McGraw-Hill

Dear Ty; Value Analysis for use in buying -
"BUYING FUNCTION"

Purchasing dropped the ball on training in Value Analysis Techniques about 15 years ago. This was in spite of some very strong supporters there - many of whom are still around - like Jack Farre III.

The opportunity for improvements in buying thru the use of the techniques, is so enormous that I agreed to write a page on it for each issue of Purchasing World for Brook Elliott the business editor.

It started in Sept. You might ask your secretary to bring you a copy of Purchasing World for Sept 1976.

As I develop more and more vital and valuable material for this page, I may be becoming more and more interested in writing a book for buyers on BUYING FUNCTION. Perhaps in about a year. Would you like to react to the thought?

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On a second matter. You will recall that after the second edition of my book was out, I found that pertinent questions to each chapter would be enormously helpful to instructors when teaching from it, so I invested a few hundred hours in preparing the questions.

You folks helped much by printing 300 copies for me, and you advised (or perhaps it was someone else in the McGraw-Hill organization) who advised that the set would be provided to anyone buying the book who requested it.

As of this minute the book is very superior for a teaching book, and five to ten years ahead of most other materials. I provided the questions to two people developing collage courses. Both of them then organized their courses around this text. We want into the large college market that is sure to come. Would you believe it now to be the time to incorporate the questions in the next printings of the second edition?

Warmest regards,

Larry