

74-3

Professional & Reference Book Division

McGraw-Hill Book Company



1221 Avenue of the Americas
New York, New York 10020

Phone: 997-2801

May 10, 1974

Mr. Lawrence D. Miles
Sedgefield
Route 5, Box 840
Easton, MD 21601

Dear Larry:

Thanks for your two letters. We were pleased to hear from you.

I am turning them over to John Stockwell because both of them concern sales matters. As I mentioned on the telephone, John promotes books in the civil engineering and construction area. Therefore he can evaluate your comments and contact you after he has done so.

We hope that your friend the professor is able to contact Mr. Orr, whose phone number we gave you.

Best regards,

Sincerely yours,

A handwritten signature in cursive script, appearing to read 'Tyler G. Hicks'.

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

TGH:mts

cc: John Stockwell

L. D. MILES
SEDFIELD R 5 B 840
EASTON, MD. 21601

5 4 74

Dear Ty;

Now for the "Second Item" HOW TO REACH THE LARGE PRESENT
DEMAND FOR VALUE ENGINEERING TECH-
NIQUE KNOWLEDGE AMONG THE ARCHITECTS,
ELECTRICAL ENGINEERS, MECHANICAL ENG-
INEERS AND STRUCTURAL ENGINEERS OF
THE CONSTRUCTION INDUSTRY

I much appreciate your giving me the rationale used in deciding to give minimal exploitation of the Second Edition in the construction market. Namely -

"Other Books - especially Al Dell'Isola's published by Construction Publishing Co Inc. Two Park Ave, N.Y. 10016 are devoted almost entirely to the application of the VE techniques in the Construction Industry - the Miles book is slanted toward parts and products, with only one chapter on application to the Construction Industry".

It sounds plausible - if that were the whole story - which it is'nt.

In fact - a MARKET TEST experience screams that it is not.

July 29 - Aug 3 1973

Value Analysis Workshop - all Construction Industry people

10 Architects

13 Structural Engineers

12 Mechanical Engineers

5 Electrical Engineers, 40 in all.

I bought in advance and took over 40 books with questionnaires.

I told them each to take one - and look at it, as a means of learning, in sufficient depth, this basic technique, which I felt they would need in solving their ^{more} difficult application problems.

I told them to buy the books if they found that they needed them.

To leave them and they would be returned to me, if they did'nt.

38 of the forty bought them. Do we need more proof?

Al Dell'isola's book was there. Carlos Fallon's book was there. Others were available.

I'm sure they all bought Dell'isolas - in fact I believe it was included in their package for the course. They needed it for depth in application.

By their own choice and action 38 NEEDED MINE FOR DEPTH IN TECHNIQUE.

Why did they all buy them? To guide us in marketing - let's analyse it.

L. D. MILES
SEDFIELD R 5 B 840
EASTON, MD. 21601

two

5 4 74

1. Value Analysis is new to individuals in the Construction Industry.
2. Even with much Construction application material, it is exceedingly difficult or impossible for them to apply something that they dont know.
3. They recognized the Miles book as a needed text in which they could learn VA technique, in enough logic and enough depth so that they would have a reasonable chance to be able to apply it to the "hard" problems, and succeed.
4. To them, nearly all problems are "hard" problems, altho to a trained VA practitioner, they would not be.
5. They saw the superior teaching in the book and
6. It was represented to them for what it was "A Means of Learning the VA Techniques they would They would Need, in Sufficient Depth so that They could Comfortably Use Them".
7. They looked, and they saw that it was true.

We might compare it to any professional situation.

A Structural Engineer first learns the principles and methods of Stress Analysis - then he applies it to design.

A Mechanical Engineer first learns the principles and methods and basic knowledge of his field, - then he applies them to design.

An Electrical Engineer first learns knowledge and principles - then he applies them to his design.

A Surgeon first learns knowledge, principles and technique of operation on the human body - then he further learns how to apply them to an appendectomy, tonsilectomy, histarectomy, etc.

Engineers and Architects in the Construction Industry are responsible individuals. They are no more comfortable in being pushed into using a technique they dont have in vital areas of their work, than a responsible medical surgeon would be in being pushed into specific operations before he had learned the basics of operation on the human body. But - they do the best they can. Some will respond to the pressures by giving it the surface treatment they can and minimize it as soon as they can. Others will see so much opportunity that they will take steps to learn the basic technique. The fact that 38 out of 40 bought our book, while they were learning the application, shows that most prefer to know the technique in sufficient depth so that they can effectively and comfortably use it.

L. D. MILES
SEDFIELD R 5 B 840
EASTON, MD. 21601

three 5 4 74

In getting this text before the thousands of Engineers and Architects in the building Industry, it is absolutely vital that we tell them what it is, and why they need it - how it will give them what they want.

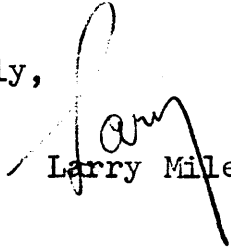
Sales of 10,000 during the next 12 months, with this enormous increasing need should be set as a minimum objective.

To further assist I am including two enclosures:

1. A copy of the names, companies and professions of the 40 attendees from the Construction Industry who attended the Value Analysis Workshop in Washington DC July - Aug. 1973. I previously sent a copy of this, but it may have been mislaid.
2. A copy from the Value Engineering Digest of March 1974, showing some of the scheduled training meetings.

I Sincerely Hope that this communication will help to form a solid base for an effective Sales Promotion Program which will reach this large available market.

Sincerely,


Larry Miles