

L. D. MILES

80-18

SEDGEFIELD

RTE. 5, BOX 640

EASTON, MD. 21608

PH. 301 - 822-3271

To

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

*sent reprints
PW June thru Oct
Item 1 - my 5 pages of
#54 as written*

Lec 10, 1980

DATE _____ SUBJECT _____

Dear Ty;

I am gratified to see the use of Value Analysis and Engineering growing, and the sales of our 2nd edition holding.

As arranged with you, I am continuing verbal and written communications for the purpose of increasing sales.

Since there are several items, I'll use different letters.

Each month I write a page for PURCHASING WORLD magazine. Really effectively using VA principles to bring large earnings benefits in buying, is, as yet, something very little known or done. I am working get life into it - and can see evidence of success. Each monthly column lists our 2nd edition, and some refer directly to it.

I'll enclose the issues since mid-80.

In writing #54, which is enclosed, and which is not yet printed, I used a sketch and a snatch of printed material from the book. My editor liked having the sketch, says it opens it up. I'd like to have your approval to use small snatches and sketches from the 2nd edition in my program to build sales of the edition.

Sincerely,

*Item 1
Item 2*

To

Tyler Hicks - McGraw-Hill

L. D. MILES

SEDFIELD

ITE. 5, BOX 840

EASTON, MD. 21608

PH. 301 - 822-3271

Dec 10 1980

DATE SUBJECT

*Attached copy
SAVE-NATE
Oct 1980
showing -
Purch Mag survey
shows VA
M No 1*

Dear Ty;

Indications are that we have got the pendulum started swinging toward learning and using Value Analysis techniques in Purchasing. Two items press me to that conclusion.

1. The response I get to my page in PURCHASING WORLD, which I have been writing monthly since Sept 1976.

(reported to me in Oct. Made sometime earlier)

2. The Oct. 1980 survey made by PURCHASING MAGAZINE, copy attached, which ranks inflation-fighting tactics in order of estimated effectiveness. Of 15 approaches "Greater Use of Value Analysis" was ranked No. One.

Something is needed now to draw buyers attention to the knowledge and technique in the 2nd edition which they can use. I am thinking of two approaches. Let me have your thoughts.

No. 1 that I get together a booklet or guide book under some suitable name which will draw attention to the specific teachings of the VA principles that work in Purchasing which are in the second edition and available to everyone now. I would have it printed locally, advertise it in Purchasing publications and sell it in simple form from here, hopefully in about 90 days. I certainly would need your approval to use small snatches from the 2nd edition.

continued

To

Ty Hicks concluded

L. D. MILES

SEDGEFIELD

RTE. 5, BOX 840

EASTON, MD. 21601

Ph. 304 - 822-3271

12 10 80

DATE

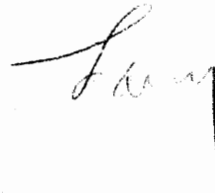
SUBJECT

No 2. The time may be ripe for a full scale high grade book by McGraw-Hill on the Value Analysis Principles which operate in Purchasing and how to use them - under some suitable title. I suppose that would be about a 2 year project. I have abundant material. Of course its a big job getting it sorted, sifted and suplimented, but such a book at that time might be mighty useful. I would certainly want it written so that it would be used in purchasing and buying courses in both universities and in the professional areas.

Kindly advise me how much interest McGraw-Hill people would have in such a book, and if they are interested, initiate the first steps of communication about it.

Sincerely,

Larry Miles



L. D. MILES

SEDFIELD

RTE. 6, BOX 648

EASTON, MD. 21829

PH. 301 - 822-8471

To

Tyler Hicks, McGraw-Hill

Dec 10 1980

DATE _____ SUBJECT _____

*attached
1st page of
2 chapter questions
Hicks's paper
2 report of Hitachi
Oct 1980*

Dear Ty;

You will recall that in my work to expand sales of the second edition I saw that a set of questions on each chapter would help the teacher and the learner. Since the book was already printed, we never seriously considered adding them to the existing text. You did, however, run a few hundred copies - first page is here attached - which we have been giving out to serious students and teachers who buy books and want it.

My good friend Professor Tamai, in Tokyo is getting the finished translation of the 2nd edition ready to publish in Japanese. They have completed arrangements with your copyright division, for the book. They see the value of the set of questions and will include them in the Japanese version. I told Professor Tamai to proceed and use them, that I would clear with you. If any action is needed, kindly initiate it.

At last! An item of interest that requires no action!

5 or 6 years ago about 20 Japanese Hitachi men asked to come to my home for a full day of VE discussions. I presented about $\frac{1}{2}$ day and they had many pages of questions we discussed $\frac{1}{2}$ day. So, it is interesting to read the enclosed report of VAE in Hitachi today. 13,000 of 70,000 employees trained, etc.

Warmest Regards,

L. D. Miles
Larry Miles

KWIK-MEMO