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Professional & Reference Book Division

McGraw-Hill Book Company



1221 Avenue of the Americas
New York, New York 10020

October 28, 1976

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

Dear Larry:

Thanks for the lead on Mr. Snodgrass. As the enclosed copy shows, we have followed up on it.

Your suggestion for a book on the buying function sounds interesting. Why not send us an outline at your convenience.

I will have our Production Department check the cost of enclosing the questions in the next printing of the Second Edition. If the cost is not too high (value analysis at work), we will enclose them in the reprint. Best regards,

Sincerely yours,

A handwritten signature in cursive script that reads "Tyler G. Hicks".

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

TGH:vm
enc.

10/ 22/76

Tyler Hicks, Editor-in-Chief
McGraw-Hill Book Co
330 West 42nd St
New York, NY 10036

Hello Ty;

Its been a long time -- meanwhile a world-wide realization of the strength and vitality of Value Analysis techniques has been inching along. More than ever, they are needed now. I'll be lecturing in Germany in Nov.

The purpose of this letter is to tell you that there is in Chicago, a gentlemen, a fully competent engineer, leader, teacher, with whom you might want to arrange for the writing of a book.

He is: Thomas Snodgrass, Pres. Value Standards Inc.
Suite 2919
One Ill. Plaza
Chicago, Ill. 60611

He was an engineering manager for GE in Chicago when we took the techniques there. He learned them, saw their effectiveness, and ultimately quit GE and formed his consulting Co to develop their use.

He is marketing oriented, and has developed techniques and expertise which apply VA techniques into the marketing job. He has especially improved the achievement which comes from using the Function Analysis System Technique to get better answers faster when customer acceptance and other marketing factors are paramount.

He has developed some courses for the University of Wisconsin, and is on their staff.

When I saw him in Chicago last month, he indicated that he would be interested in communications with you - probably about the feasibility of publishing a book on the use of the VA/L system in the Marketing orbit.

Best Regards,

cc T Snodgrass