



Martha Pafford

Techniques of Value Analysis and Engineering, Second Edition, by Lawrence D. Miles. 366 pages; 6 x 9; 116 illustrations; \$12.75; McGraw-Hill. Publication: March, 1972.

## New Book News

VICTOR DE KEYSERLING, DIRECTOR  
PUBLIC INFORMATION AND PUBLICITY  
McGRAW-HILL BOOK COMPANY  
330 W. 42d, NEW YORK, N.Y. 10036  
(212) 971-2485, 971-3493

Lawrence D. Miles, the originator of Value Analysis, has written an updated and revised edition of his highly successful Techniques of Value Analysis and Engineering. This new Second Edition speaks to management and professional people, offering specific steps to disciplined thinking that will give them from 25 to 50 per cent more efficiency in the quality and quantity of their mental work.

Working from the premise that improved problem solving, creativity, and decision making can increase the value of products or services, the author illustrates how to maintain quality while reducing costs and/or hold costs while increasing quality. Filled with dozens of case studies and examples where better results were secured through this step-by-step, disciplined technique, the book lends itself to either self-study or group education.

Lawrence D. Miles, an engineer, educator, and professional man, originated the Value Analysis System at General Electric, where he further improved the company's systematic methodology, and where he was awarded its highest honor for extra achievement. Recipient of the Department of the Navy's Public Service Award, Miles is past President of the Society of American Value Engineers.

-30-