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Aug 29 1973

Rolf Koops, Manager
Professional and Reference Books
McGraw-Hill Book Co GmbH
Graf Adolph Strasse 43
4 Dusseldorf, Germany.

Dear Mr Koops;

A letter from W Gordon Graham suggests your name, among others to whom we might send materials to assist in marketing our book.

I am Lawrence D Miles, creator of the technology of Value Analysis and Engineering.

The first book, Techniques of Value Analysis and Engineering, was published in 1960, and translated into German a few years later.

Now, I hope you have seen the 2nd edition. Improved by 12 years of experience, Non essentials eliminated, essentials plus now essentials teachably arranged.

And to help teaching and learning, I have invested 100 hours in preparing a listing of questions on each chapter, which makes it quite practical for an instructor who is not, himself, skilled in VE to do a good job of teaching. I'll enclose a set. You can get more of the company.

Would you like to have some of the very capable Value Engineers in Germany, who are also good in English peruse these questions with the text and evaluate the combination.

Is the second edition being translated into German?

Is there any way I can help you?

Sincerely,

Lawrence D Miles

In USA Value Engineering is taking an enormous swing into architecture and construction. This book introduces it.

cc W Gordon Graham England