

## BOOK REVIEWS ✓

*PERSONNEL MANAGEMENT.* By Perfecto Sison. Personnel Management Association of the Philippines, Inc. 1965.

Reviewed by Benjamin M. Catane.

No doubt this book will be helpful to someone who is just starting in personnel work, or an undergraduate student studying Personnel Administration, or to line managers who want to get a bird's-eye view of the personnel function. For experienced personnel people, this book can only serve as a partial reference material. This limitation is primarily because, as Mr. Sison prefaced it, "the objective is to provide a useful, workable guide for students as well as for those persons engaged in managing men at work. The subject matter is presented simply to allow the newcomer to the field...to grasp its meaning. The presentation, being introductory, is necessarily much condensed."

The simplicity and condensed treatment of the subject matter is its major weakness. To use the book, as a basic text in learning personnel management, is inadequate. This book will be very useful as an introductory reading in Personnel Administration courses. As a matter of fact, the title of this book might more aptly be *Introduction to Personnel Management*. As illustrations of these shortcomings, the chapter on the structure of business enterprises, which discusses organization planning and principles, is necessarily condensed. The chapter on wage and salary administration also leaves out the discussion of salary survey. The subject of job evaluation is too brief to have at least an understanding of the different job evaluation plans. The book certainly does not have a section wherein employee morale and employment communication are discussed. As the first book written on this subject by a Filipino, the book is well written, well organized, and the prints are easy to read. The chapters are fairly short, with numerous subheadings. Certainly the book is rich with statements and references pertinent to Philippine labor legislations. For the college student who has no knowledge of personnel management, this book may well serve as a basic overview of the subject. For the "seasoned" personnel man, however, it might serve as his easy reference material.

*ECONOMIC ANTHROPOLOGY: A STUDY IN COMPARATIVE ECONOMICS*

by Melville J. Herskovits; Alfred A. Knopf, New York, 1952. 547 pp. Maps. Indices.

Reviewed by Mario D. Zamora.

This book is in a broad sense an introduction to the study of comparative economics. It is designed "to provide information concerning the economic life of nonliterate peoples, to consider some of the questions in economic science that can be examined by the use of these data, and to suggest lines of attack which may be profitably defined for future use." Herskovits has not drawn very much from his field research data but has utilized instead materials on other societies in the world in order to put the subject on a broader cross-cultural perspective. For the author believes "that valid generalization must rest on a broad base of factual materials." On the other hand, he has not subscribed to the prevalent practice of the writers of the comparative school "who saw to it that every possible instance bearing on a given point was included."

The introduction deals with economizing and rational behavior and the relationship between anthropology and economics. In Part II, he discusses production — getting a living, patterns of labor, incentives and rewards, and division of labor and specialization. The problem of exchange and distribution was dealt with extensively in Part III, considering among other things, gift and ceremonial exchange, trade and barter, business enterprise, credit, and the determination of value, money and wealth, consumption norms and standards of living and capital formation. In part IV, Herskovits touches on property; specifically on the problem of ownership, land tenure and hunters, herders and food gatherers and agricultural peoples. He discusses also goods both tangible and intangible. The author then shifts to the subject of economic surplus (Part V). Here, he elaborates on population size, economic surplus and social leisure, the cost of government, the service of the supernatural and wealth, display, and status. He concludes with "some problems and points of view." He has appended the critical comments by economist Frank H. Knight and his rejoinder to Knight's critique. The book ends with a very useful bibliography.

Professor Melville J. Herskovits' book is pioneering in nature. One of his main arguments is that economics as a science should not ignore the economic systems of hundreds of other societies all over the world if only to give more validity to economic science which is traditionally asso-

ciated with more "advanced" economies such as those of the U.S. and Europe.

Very enlightening and stimulating, this book can serve as an effective link between economics and cultural anthropology. It is rich in detail and in insight. Students of economics and business administration — besides anthropologists — will find this text refreshingly informative if not highly provocative.

### **SOME RECENT BOOKS PUBLISHED IN AND ABOUT THE PHILIPPINES ON BUSINESS AND ECONOMICS**

- Alikpala, Federico C. *Commercial law reviewer* by F. C. Alikpala and Aguedo F. Agbayani. Quezon City, A & A Publishing Co., c1965. 557 p.
- The American-Philippine yearbook*. 2d ed. Manila, American Chamber of Commerce of the Philippines, c1964. 954 p. illus.
- Cayadona, Filomeno A. *Pointers for CPA reviewees and commerce students*. Rev. ed. Manila, GIC Enterprises, 1964. 516 p.
- Carroll, John J. *The Filipino manufacturing entrepreneur*. Ithaca, Cornell University Press, c1965. 230 p.
- Casiño, Jesus Arellano. *Auditing theory*. Manila, c1964. 492 p.
- Cuaderno, Miguel, *Problems of economic development (The Philippines—a case study)* Manila, The Author, c1964. 218 p.
- Fernandez, Perfecto Villanueva. *Labor and social legislation* by P. V. Fernandez and Camilo D. Quiazon. Manila, Rangel, c1965. 667 p.
- Gragasin, Jose V. *Economic analysis* by J. V. Gragasin, Eliodoro A. Robles and Angel Q. Yoingco. Manila, GIC Enterprises, c1964. 356 p.
- Nolledo, Jose N. *Taxation*. Manila, A & A Publications, 1965. n.p.
- Philippine management yearbook*, 1965. Manila, Philippine Council of Management, 1965. 657 p.
- Santos, Gonzalo T. *Legal accounting*. Manila, Rex Book Store, 1964. 251 p.
- Sison, Perfecto S. *Personnel management*. Manila, Personnel Management Association, 1965. 379 p. illus.
- Tejam, Montano A. *Manual for tariffs*. Manila, GIC Enterprises, 1964. 136 p.
- Torres, Justo P. *The law on business organizations*. Manila, University Books Supply, c1965. 2 parts.