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FOR IMMEDIATE RELEASE:

ROSENKRANTZ CO-AUTHOR OF NEW BOOK

CHARLESTON, IL--Dr. Stuart Rosenkrantz, Associate Professor of Management in the Lumpkin College of Business at Eastern Illinois University, is co-author of a new book, Real Managers, published by Ballinger Publishing Company, a subsidiary of Harper and Row.

The book is the outgrowth of an extensive four-year study by Rosenkrantz and two others to learn what mainstream managers from middle-of-the-road organizations really do in their day-to-day activities and how the successful and effective ones do things differently from their less successful and less effective counterparts.

The authors used multiple methods to gather data from 457

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"real managers" of numerous organizations of many kinds during the four years. Initially, information was gathered by free observation of 44 managers to determine their managerial activities--what kinds of things they do all day long.

Then, trained participant observers systematically gathered data on 248 other managers in their natural settings. In addition, the authors also collected standardized questionnaire data from the managers' subordinates and, finally, intensive interview data of 165 managers. The end result of this comprehensive effort is an informative, easy-to-read book.

The book makes no assumptions about what managers should be doing, or could be doing. Instead, the authors feel they have gone to the best possible source for learning how to be successful and effective--i.e., to real managers in real organizations, not to professors, consultants, writers or chief executives of so-called glamour companies.

In particular, the book attempts to replace the myths about the nature of managerial work and how to be successful at it with a data-based systematic analysis of real-life managers.

Their study is the most recent of its kind. Only two such studies have been attempted in the past--both somewhat limited in their scope. Since most persons in the course of careers must sooner or later assume responsibility for the efforts of other persons through job, community service, or leisure activities, Real Managers should have broad appeal, particularly among working

managers and students.

Dr. Rosenkrantz joined Eastern's College of Business in 1984. He holds BGS, M.S. and Ph.D. degrees from the University of Nebraska. He retired from the U.S. Air Force with rank of major following a tour of duty with the Strategic Air Command Headquarters in Omaha, Nebraska.

He has contributed to several books and published articles in a number of journals, including the Journal of Applied Behavioral Science and Personnel. His contributions in management science and technology have been recognized by the National Defense Science Board and government agencies.

His partners in the study and book are Dr. Fred Luthans, the Holmes Distinguished Professor of Management at the University of Nebraska at Lincoln and Dr. Richard M. Hodgetts, Professor of Management at Florida International University in Miami.

The new book is available at the University Union Bookstore and the Lincoln Bookshop.