

tips"—small things that can make a big difference in the quality of a proposal and its chance of being a winner.

The book's chapters can be grouped conveniently into three stages: pre-proposal effort, proposal effort, and post-proposal effort. This arrangement permits the reader to follow the steps leading to a successful proposal as they normally occur. Each effort is important during its given stage, and any successful game plan for producing a winning proposal includes all three stages.

The most detailed of the three efforts is the proposal effort (Greenly devotes 35 percent of his book to this stage). Every page provides pertinent information and this section alone is worth the price of the book.

A good proposal consists of several parts or volumes, as Greenly calls them. Each volume (technical, management, logistics support, cost) is addressed in a separate chapter. Each chapter contains examples, samples, and useful guidance.

This book certainly is current, as the chapter on logistics support shows. Logistics support is a subject given increased consideration and emphasis by the government only since 1980. The advice the author provides on this topic coincides with the latest government policy requirements.

The book contains a large number of lists, tables, rules, and strategies. These often are one-liners that are quickly understood and easily applicable.

There is no padding in this book. The author consistently shows thorough knowledge of government philosophy and procedure for evaluating proposals. In summary, Greenly has written a book that many of us have needed for a long time. He has done it in a grand manner, providing a thorough, detailed, well-written book. There is no way that any proposal writer can read this book and not be better for it. This working handbook will be used frequently. Buy yourself a copy. Give yourself an edge on the competition.

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Dictionary of Computers, Data Processing & Telecommunications—Jerry M. Rosenberg (New York: John Wiley & Sons, Inc., 1984, 614 pages, \$29.95).

With the widespread use of computers, there is a corresponding use of these computers to transfer data by telecommunications. At the same time, some of the newer telecommunications circuits are using digital techniques to transmit entertainment signals as well as data. In fact, in some areas, the technologies of computers, data processing, and telecommunications have almost merged. For these reasons this dictionary would appear to fill an obvious need for engineers, writers, and editors in these fields.

Using this dictionary, however, can you find the definitions for the new terms you may see in trade magazines such as *Byte*, *Da-*

tamation, and *Telecommunications*? Only in some cases. Although a dictionary can never be as current as a magazine, the author should have defined *bandwidth*, *electromagnetic compatibility*, *electromagnetic pulse (EMP)*, *gallium arsenide FET*, *GHz*, *Greenwich mean time*, *laser diode*, *micron*, *monochrome display*, *nanometer*, *photodiode*, *spread sheet*, *TVRO*, *UNIX*, *voice recognition*, *laser printer*, and numerous others. Because these are terms commonly used in the literature, their omission is noticeable.

In his definitions, the author unfortunately tends to use obscure words, forcing the reader to *other* dictionaries for clarification. For example, within the definitions, I found *computer aided testing*, *car (card?) hole*, *code signals*, *direct broadcast system*, *inductance*, *network addressable units*, *liquid crystal*, *MST* (in reference to *monolithic technology*), *synchronous orbit*, *tone*, and *tone burst*—none of which is defined.

Disk drive, *floppy disk*, *main frame*, *number cruncher*, and *read-only memory* are listed as "deprecated" terms, but with their use in current literature, I find this hard to believe. Even the author is not sure; he used *floppy disk* and *main frame* at other places in the dictionary as if they were not deprecated. It would have been better if he had indicated that *aerial*, *megacycle*, and *cyles per second* are deprecated.

Too many of the definitions are cryptic or incomplete, leaving you with little more information than you had before reading them; misleading, by stating or implying a limiting case when other cases exist; or inconsistent, as related to similar words.

As an example of inconsistency, look at three related terms: *medium scale integration*, *large scale integration*, and *very large scale integration*. The first case is defined as "10 to 100 gates ...on a single silicon chip"; the second case, "large numbers [of] circuits" (not gates); and the third case, "10,000 transistors."

Consider some misleading definitions, perhaps a small fraction of the total number: To say that the outer shield of a *coaxial cable* is a tube is to imply that all coaxial cables are rigid structures, ignoring the fact that many coaxial cables have a flexible braid as the outer shield. To define *hologram* without mentioning its three-dimensional effect overlooks its reason for being. In his definition of *artificial intelligence* the author relates it to a *device*; later he defines a device as a mechanical or electronic contrivance. I know of no *mechanical* device that possesses artificial intelligence. His definition of *feedback* applies primarily to *negative* feedback, overlooking *positive* feedback altogether. It's true that a laser produces *visible* light; however, some lasers produce *invisible* light, which is an important consideration. *Hexadecimal* is defined strictly in terms of numbers, disregarding the fact that letters are also involved. A *Cassegrain feed system* does not, as the author says, include the reflector (dish).

In its favor, this dictionary has a large, pleasing type size—no magnifying glass is needed. There is a 20-page appendix that gives Spanish and French equivalents for the most common terms.

The author is a professor in the Graduate School of Management at Newark College of Arts and Sciences, Rutgers University. As the biography mentions no engineering experience or education, I

assume this is the cause of the numerous problems with this book. Though the author has written dictionaries in other fields, he is obviously out of his field here.

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Handbook of Screen Format Design—Wilbert O. Galitz (Wellesley, MA: Q.E.D. Information Sciences, Inc., 1982, 224 pages, \$28.50).

Wilbert Galitz directs a seminar on applying communication and psychology principles to screen format design, and this book is the manual used for the course. While the book doesn't disclose many innovative ideas, it does pull together some of the best of recent research in human factors and cognitive psychology, the behavioral disciplines, and people-machine interfaces.

The first two chapters address general topics in screen design: human and hardware concerns, software consideration, design consistency, standards, and trade-offs. In general, the basic principle espoused by the author is that

A well-designed screen format can increase human processing speed, reduce human errors, and speed computer processing time. A poorly designed screen will have the opposite effect; it will decrease human processing speed, provoke human mistakes, and complicate machine operations. A well-designed screen, then, will increase human productivity, and a poorly designed screen will degrade it.

The next two chapters also deal with screen design in a general way: the effective use of color and the effective design of source documents to accompany on-line screens. The final chapters move from design considerations to a discussion of the design process itself. The author also discusses topics related to data entry screens, inquiry screens, interactive screens, and menus.

This book brings the design considerations and processes we have long applied to paper documents and manuals to on-line documents (screens).

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Pocketbook for Technical and Professional Writers—Earl G. Bingham (Belmont, CA: Wadsworth Publishing Co., 1982, 300 pages, \$9.95).

Retrievability is a major advantage of the *Pocketbook*. Instead of a traditional table of contents, it contains a topical key to the text to help the reader find specific information. Major divisions,

such as "Grammar," "Punctuation," and "Mechanics," make finding information simple.

The first section deals with the process of writing. The author stresses the importance of considering the reader. Considering the reader, he says, is "the first, and golden, rule of clear writing."

He uses the words "effective writing" rather than "good writing" because "effective" is easier to define than "good." Effective writing is, first of all, the result of careful analysis. He provides guidelines and procedures for achieving effective writing, stressing organization and style.

His approach to organization includes the "whole-to-the-parts" method. This method is a clear way of relating the organization of a subject both to the audience and to the structure inherent in the subject itself.

The second section is a handbook, with topics arranged alphabetically. It contains a wide variety from grammatical rules to graphic aids to specific discussions of words (such as "role" and "roll").

Although this book is designed for students, it can also be used by any professional interested in clear writing.

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Writing for Industry: An Instruction Manual—Anita J. Lehman (New York: Holt, Rinehart and Winston, 1984, 208 pages, \$12.95).

Writing for Industry serves as both a workbook and a textbook for those with little background in writing. The format makes the book easy to use as a textbook; it contains informative text, good examples and exercises, and reinforcement for the student. The author clearly states the information, and her examples demonstrate her major points.

This book is designated specifically for those whose major field of study or vocation requires little writing. The author repeatedly stresses the importance of good communication in business and industry, emphasizing the role communication skills play in advancement in industry. For anyone other than a novice, however, this emphasis might be overstated.

Lehman does not neglect the traditional aspects of clear communication, including audience definition, grammar, spelling, accuracy, and basic formats. All these items are placed in the context of writing to fulfill the requirements of a job. For inexperienced writers, the book provides an overview of technical writing and enough practice to help them build confidence and competence.

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