1951

A bibliography of business textbooks on the college level

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Boston University

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Boston University
BOSTON UNIVERSITY
SCHOOL OF EDUCATION

Major Project

A BIBLIOGRAPHY OF BUSINESS TEXTBOOKS
ON THE COLLEGE LEVEL

Submitted by

Mary Jean Gallerani
(B. S. in P. A. L., Boston University, 1947)

In partial fulfillment of the requirements for
the degree of Master of Education
1951
First Reader:  Lester I. Sluder, Assistant Professor of Business Education
Second Reader: Mary E. Connelly, Assistant Professor of Secretarial Studies
ACKNOWLEDGMENTS

To Professor Lester I. Sluder, I wish to express my sincere appreciation for his excellent guidance and assistance in planning this bibliography.
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<td>I</td>
<td>LATEST REVISION DATES OF GENERAL BUSINESS TEXTBOOKS ON THE COLLEGE LEVEL PUBLISHED FROM 1924-1950</td>
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<tr>
<td>II</td>
<td>NUMBER OF COLLEGE TEXTBOOKS PUBLISHED BY VARIOUS PUBLISHING COMPANIES</td>
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CHAPTER I
INTRODUCTION

Statement of the Problem

The purpose of this study was to compile a comprehensive list of textbooks in the selected fields of basic business education which may be used by teachers on the college level.

Importance of the Study

The importance of this study derives from the belief that there is no up-to-date composite list to aid business education teachers in the selection of textbooks on the college level. It should also aid college teachers and heads of departments who wish to revise the textbooks available and who wish to select books for their courses in the field of basic business education. It should aid teachers who are training on the college level for the first time and who are not readily familiar with the textbooks available in

Analysis of the Problem

The subordinate problems involved in the major problem are as follows:

1. To obtain a comprehensive list of all college textbooks available in selected basic business subjects.

2. To classify the textbooks into subject matter fields for easy reference.

3. To construct tables which will reveal the relative recency of publication of the various textbooks.

4. To determine the publishing companies which publish the greatest number of college textbooks in the basic business education fields.

Delimitations of the Problem

This bibliography includes a list of books in the following fields: Business English, Business Mathematics, Business Law, Introduction to Business,
Salesmanship, and Economic Geography.

This bibliography includes a list of textbooks on the college level. The recommendations of the publishers were used as a basis in determining which textbooks were available on the college level.

Justification of the Problem

1. This list should be of particular use to purchasing agents in institutions of higher learning.

2. This list will be of special value to educators who are interested in writing textbooks and who desire to obtain an estimate of the most opportune areas in the basic business fields.

3. The bibliography should be useful to students as a basis for reference and supplementary reading.

4. This list should be of particular use to teachers, especially new teachers coming into the field.
CHAPTER II

REVIEW OF RELATED LITERATURE


Francis E. Carr's thesis, which is now in process at Boston University, deals with a bibliography of general business textbooks on the high school level. The same technique is being used for Francis Carr's thesis as is used for this thesis. Periodicals were examined whereupon a list was constructed and sent to various publishing companies.

Similar studies have been made and compiled but not in the field of business education.

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A BIBLIOGRAPHY OF RESEARCH STUDIES IN BUSINESS EDUCATION from the years 1920-1940 was compiled by M. Herbert Freeman. A similar publication, A BIBLIOGRAPHY OF RESEARCH STUDIES IN BUSINESS EDUCATION from the years 1941-1948 was compiled by the Indiana School of Business under Elvin S. Eyster's supervision.

THE JOURNAL OF BUSINESS EDUCATION contains an article entitled a Bibliography for Teachers and Students of Office Management. This bibliography is divided into two parts. Part I consists of textbooks primarily useful on the secondary school level. Part II contains textbooks useful on the college level.

---

1Freeman, M. Herbert, BIBLIOGRAPHY OF RESEARCH STUDIES IN BUSINESS EDUCATION, 1920-1940, Gregg Publishing Company.

2Eyster, Elvin S., and others, BIBLIOGRAPHY OF RESEARCH STUDIES IN BUSINESS EDUCATION, 1941-1948, School of Business, Indiana University.

CHAPTER III

PROCEDURES USED IN THIS STUDY

The procedures used in developing this bibliography were as follows:

1. The writer made a thorough research for other bibliographies of business textbooks as a beginning basis for the present study. The writer used a bibliography compiled by Lester I. Sluder in 1946 as a basis for building this bibliography for this study.

2. Business education periodicals were examined for any additional books published, as well as later revisions in the fields of Business English, Business Law, Business Mathematics, Introduction to Business, Economic Geography, and Salesmanship.

3. Thirty-three publishers were sent a list of their publications in basic business education and were requested
to revise the list and to add any textbooks not listed. A letter explaining the purpose of the bibliography accompanied the list.

4. Upon return of the list, the bibliography was compiled in alphabetical order, stating first the author, book title, publishing company and date of publication.

5. A chart was made designating the number of books published in the various fields from the years 1924-1950.

6. A chart was constructed to indicate the publishing companies which published the most books in the basic business fields of business education on the college level.
CHAPTER IV
BIBLIOGRAPHY

BUSINESS ENGLISH


Bordeaux, J., HOW TO TALK MORE EFFECTIVELY, American Technical Society, Chicago.


Morton and Viets, A FIRST COURSE IN PRACTICAL BUSINESS ENGLISH, Appleton-Century-Crofts, Inc., New York City, 1940.


BUSINESS LAW


American Law Institute, RESTATEMENT OF AGENCY, Two Volumes, West Publishing Company, St. Paul, 1933.


Amster, I., MODERN PROBLEMS IN COMMERCIAL LAW, Globe Book Company, New York City.


Handler, M., CASES AND MATERIALS ON VENDOR AND PURCHASER, West Publishing Company, St. Paul, 1933.


BUSINESS MATHEMATICS


Fichandler, S. M., ARITHMETIC FOR BUSINESS TRAINING, Globe Book Company, New York City.


Spectrie, S. W., MATHEMATICS FOR THE ACCOUNTANT, The Ronald Press Company, New York City, 1940.


Van Tuyl, G. H., MATHEMATICS OF BUSINESS, American Book Company, Boston, 1946.


Colby, C. C., and Foster, A., ECONOMIC GEOGRAPHY, Ginn and Company, Boston, 1944.


Van Cleff, E., GEOGRAPHY FOR THE BUSINESSMAN, Harper and Brothers, New York City, 1943.


INTRODUCTION TO BUSINESS


Hanson, S. G., INTRODUCTION TO BUSINESS, The Ronald Press Company, New York City, 1941.

Hicks, C. M., AN INTRODUCTION TO BUSINESS, Rinehart and Company, Inc., New York City, 1948.


SALESMA NSHIP


Borden, R. C., and Busse, A. C., HOW TO WIN A SALES ARGUMENT, Harper and Brothers, New York City, 1926.


Dillan, HOW TO TRAIN SALESPEOPLE, American Technical Society, Chicago.


Rados, W., HOW TO SELECT BETTER SALESemen, Prentice-Hall, Inc., New York City, 1946.

Reich, E., SELLING TO THE CONSUMER, American Book Company, Boston, 1949.

Reich, E., SELLING PROBLEMS, American Book Company, Boston, 1940.


TABLE I

LATEST REVISION DATES OF GENERAL BUSINESS
TEXTBOOKS ON THE COLLEGE LEVEL
PUBLISHED FROM 1924-1950

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This table reveals that in the field of economic geography the latest revision dates on about one-half of the textbooks are more than ten years old. The years 1940, 1944 and 1949 stand out most prominently as being the three years when most revisions were made.

Table I indicates that most of the books in introduction to business are comparatively new. The recency of the revisions in this field is because the subject is relatively new.
The latest revisions of salesmanship textbooks range from 1936-1950, with the greatest number of revisions in 1949.

In business law most of the textbooks now available have been revised or published during the past ten years.

In business mathematics the period of revision or publication is scattered from the years 1932-1950, however, the majority of textbooks available at this time have been revised over the past six years.

Several textbooks have been written in business English or revised in the last ten years, with a total of ten textbooks with a copyright date of 1950.
### TABLE II

NUMBER OF COLLEGE TEXTBOOKS PUBLISHED
BY VARIOUS PUBLISHING COMPANIES

<table>
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<tr>
<th>Company</th>
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*The Gregg Publishing Company is the Business Education Division of McGraw-Hill Book Company, Inc. The textbooks listed for McGraw-Hill and Gregg are different books.*
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In further clarifying the interpretation of Table II, the publishing companies have been arranged in the following lists according to the number of books published in the various fields of general business education on the college level.

**Business English**

- Prentice-Hall ........ 12
- Gregg Pub. Co .......... 10
- Rowe, H. M., Co .......... 7
- Harper and Brothers .......... 5
- American Book Company .......... 2
- American Technical Society .......... 2
- Appleton-Century-Crofts .......... 2
- Macmillan Company .......... 2
- South-Western Pub. Co .......... 2
- Heath, D. C. ........ 1
- Holt, Henry and Co. ........ 1
- Oxford University ........ 1
- Pitman Pub. Co. ........ 1
- Van Nostrand, D. Pub. Co. ........ 1
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### Economic Geography

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### Introduction to Business

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CHAPTER V

SUMMARY OF THE FINDINGS

The writer has made an attempt to present a comprehensive list of textbooks in the selected fields of basic business education which may be used on the college level.

A thorough research was made for other bibliographies of business textbooks. A bibliography compiled by Lester I. Sluder was also used as a basis for building this bibliography. New publications and revisions were obtained through analysis of periodicals and through contacting publishers.

After procuring necessary information from publishing companies, the textbooks were classified within subject area fields. Tables were then constructed to indicate the recency of publication and the companies which published the greatest number of textbooks.

The findings showed that in business English, Prentice-Hall published the greatest number of textbooks with Gregg ranking second in number of publications. In business mathematics, however,
Gregg Publishing Company leads in total number of textbooks available with Prentice-Hall taking second place.

In economic geography, John Wiley and Company and Appleton-Century-Crofts published the greatest number of different textbooks.


Prentice-Hall published the greatest number of different textbooks in salesmanship, with McGraw-Hill ranking second in number of publications.

The West Publishing Company had more publications in business law than any other company.

The findings also indicate that in economic geography the latest revision dates on about one-half the textbooks are more than ten years old. The years 1940, 1944, and 1949 stand out most prominently as being the years when most revisions were made.
The latest revisions of salesmanship textbooks range from 1936-1950, with the greatest number of revisions in 1949.

Much work has been done in business English in 1950 since the largest number tends to lean toward that year.

Much work still needs to be done in business education as far as a bibliography is concerned.

This project could be carried a step further by building an annotated bibliography which would prove to be extremely beneficial to business teachers, students and purchasing agents.
BIBLIOGRAPHY

Eyster, Elvin S., and others, BIBLIOGRAPHY OF RESEARCH STUDIES IN BUSINESS EDUCATION, 1941-1948.

Freeman, M. Herbert, BIBLIOGRAPHY OF RESEARCH STUDIES IN BUSINESS EDUCATION, 1920-1940, Gregg Publishing Company.


Monographs

Beighey, Clyde, "Bibliography for Commercial Teachers, MONOGRAPH NO. 12, South-Western Publishing Company."
APPENDIX
PUBLISHERS

American Book Company, 137 Newbury Street, Boston, Massachusetts.


Appleton-Century-Crofts, Inc., 35 West 32nd Street, New York, N. Y.

Barnes & Noble, Inc., 105 Fifth Avenue, New York N. Y.

Brookings Institution, 722 Jackson Place, Washington D. C.

Crowell, Thomas Y., Company, 432 Fourth Avenue, New York, N. Y.

Dutton, E. P., & Co., Inc., 300 Fourth Avenue, New York, N. Y.

Foundation Press, Inc., 268 Flatbush Avenue, Brooklyn, New York.

Ginn and Company, Statler Building, Boston, Massachusetts.

Globe Book Company, Inc., 175 Fifth Avenue, New York, N. Y.

Gregg Publishing Company, 330 West 42nd Street, New York, N. Y.

Harcourt, Brace and Company, Inc., 333 Madison Avenue, New York, N. Y.

Harper & Brothers, 49 East 33rd Street, New York, New York.

Heath, D. C., 285 Columbus Avenue, Boston, Massachusetts.
Holt, Henry and Company, Inc., 257 Fourth Avenue, New York, N. Y.

Irwin, Richard D., Inc., 3201 South Michigan Avenue, Chicago, Illinois


Little, Brown & Company, 34 Beacon Street, Boston, Massachusetts

Longmans, Green & Company, Inc., Fifth Avenue, New York, N. Y.

Macmillan Company, 60 Fifth Avenue, New York, N. Y.

McCormick-Mathers Publishing Co., 59 East Spring Street, Columbus, Ohio.


Oxford University Press, Inc., 114 Fifth Avenue, New York, N. Y.

Pace & Pace, 225 Broadway, New York, N. Y.

Pitman Publishing Corporation, 2 West 45th Street, New York, N. Y.

Prentice-Hall, Inc., 70 Fifth Avenue, New York, N. Y.

Ronald Press Company, 15 East 26th Street, New York, N. Y.

Rinehart & Company, Inc., 232 Madison Avenue, New York, N. Y.

Rowe, H. M., 624 N. Gilmore Street, Baltimore, Maryland.

South-Western Publishing Co., 310 Hugenot Street, New Rochelle, New York