

**Reviewed by  
Matt Bennett**

Matt Bennett is currently relieving Head of Campus, Deniliquin/Finley/Hay with TAFE NSW – Riverina Institute. He has a background in Vocational Access and an interest in leadership within organisations.

**Management Strategies and Skills**

**Authors: Judith Dwyer and Nicole Hopwood**

Publisher: McGraw Hill

Published: 2010

THIS new text represents a great addition to teaching and learning in Business and Public Administration to support the delivery of qualifications within the BSB07 Training Package.

The publication moves from a discussion of management principles to management of self, to management of people and also international management. Each chapter includes an outline of relevant learning objectives, ample detail of competencies, review questions and a bibliography with useful websites and print sources. The theoretical discussion is brought back to the personal level with students invited to reflect on their own experience with 'Ask Yourself' scenarios. Students are encouraged to consider how the specific theory being discussed may be applied within their workplaces through 'Apply your Knowledge' examples.

The text has a focus on practical exercises which aim to deepen a student's understanding of theoretical concepts. These practical activities provide good material for group discussion as does the scenario material presented in the 'Working Together' sections. The structure of the text reflects the essential role of people within organisations, along with an awareness of leaders managing themselves. The concluding chapter on management in the international setting illustrates the significance of leaders assuming a much broader managerial perspective in a globalised economy.

The section on managerial communication skills is well presented, emphasising good language use in written communication and the power of non-verbal communication. There is an excellent discussion of the relevance of workplace relationships in ensuring a cohesive workforce. In discussing the power of leadership, Dwyer & Hopwood clearly indicate the need for an understanding of generational difference in aspirations and attitudes. As a reference for students of *Frontline Management and Business Management*, this text is a valuable resource that provides realistic examples and excellent detail. ❖



**Reviewed by  
Anne Walsh**

Anne Walsh is part of the Organisational Improvement Team in North Coast TAFE. She has nearly two decades of experience delivering and assessing in the vocational and tertiary sectors across a range of qualifications from Electrical

Trades, through Business Studies, Communication and initial & ongoing teacher education.

**The Law of Private Security in Australia, 2<sup>nd</sup> Edition**

**Authors: Rick Sarre and Tim Prenzler**

Publisher: Thomson Reuters

Published: 2009

THE Private Security industry in Australia is both complex and growing, hence more and more people need current and comprehensive information to work with. Sarre and Prenzler have authored a book of convenient size (less than 300 pages) yet missed nothing out.

Based on a doctoral thesis, the text is carefully researched to ensure accuracy. At the same time the authors and their editors have created a book that is easily read and understood — a vital characteristic in any educational text.

Many modern Australian texts structure themselves around units of competence in the national VET system. Although there are related qualifications, the authors have chosen not to take that approach. Rather, they have created a reference text that will withstand changes in the structure of national standards and/or qualifications.

Sarre and Prenzler cover important topics such as apprehension, arrest, assault, false imprisonment, protection of privacy, electronic surveillance and access to private information. Also included is an outline of the nature and extent of the private security industry in Australia and the relationships between public and private security personnel including issues of accountability.

The chapter devoted to the law in context is a clearly written overview of the Australian legal system, pertinent aspects of the history of Australian law, the structure and role of the courts, and similarly useful information. This provides a sound basis on which any security industry practitioner can base their understanding of the rest of the information provided in this book.

This is not a text that needs to be read from cover to cover; it lends itself to being dipped into as the need arises. However, the first three chapters provide sensible background information for the rest of the book. Anyone truly interested in the private security industry will find this an essential reference. ❖



**Reviewed by  
Katy Gerner**

Katy Gerner has worked a support teacher in discrete Retail classes for several years at both Granville and Campbelltown TAFEs.

**First Steps in a Retail Career, 3<sup>rd</sup> Edition**

**Author: Mark Wrice**

Publisher: Palgrave MacMillan

Published: 2009

*FIRST Steps in a Retail Career* is designed for retail teachers. However, it could also be of use to bright mainstream retail students who are aiming to hand in top quality assignments.

This edition is aligned with the new SIRO7 Retail Package competency requirements and provides extra information, particularly in the chapter on The Retail Environment where there is new information on acting responsibly and an update on Service Skills Australia, formerly known as National Wholesale Retail and Personal Services (WRAPS). Each of the sections now ends with a Best Practice Checklist. Statistics have also been updated but unfortunately the retail profile stopped at 2006, although the time line on the previous page goes to 2009. I would have been interested in read how the industry was affected by the economic downturn.

The topics covered in *First Steps in a Retail Career* include: *Communication in the Workplace, Interacting with Customers, Selling Skills, Merchandising and Display, Inventory Control, Safe Work Practices, Minimising Theft and Retail Food Safety*. The book has activities that a student could do to extend their knowledge or a teacher could adapt for class work. Guidelines to how the activities should be answered are found at the back of the book following a detailed glossary.

*First Steps in a Retail Career* is well written, well researched, well laid out and the graphics are informative and usually interesting to look at. The choice of font, spacing between lines and background colour make this edition easier to read than the second. ❖



**Reviewed by  
Gail LeBreton**

Gail LeBreton has been a working in tertiary institutions for 30 years, teaching English language, literature, philosophy and business. Gail has also worked in Communications and as the Director of Studies of the ELICOS Centre at Central TAFE, WA.

**Consumer Behaviour, 2nd Edition**  
Author: Karen Webb

Publisher: McGraw Hill

Published: 2010

KAREN Webb has again produced an informative and useful text in this 2<sup>nd</sup> edition of 'Consumer Behaviour'. With the addition of the internet phenomena and social networking where applicable, discussion is generated as to the challenges and opportunities these mediums raise for marketers. The language is clear and direct and not jargon laden. Though the tone is conversational, the text is serious in its purpose.

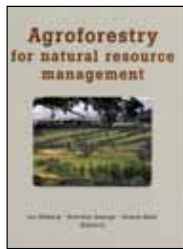
The whole text, its layout and content is a clever demonstration of the effectiveness of the marketing techniques it is writing about. In presenting a product (itself) and the application of theory to practice, it advertises itself in all parts from 'TEXT AT A GLANCE' through chapter headings, headlines, pictures and tables, figures and exhibits. The relationship between Chapter heading, *Imagine* and the *Marketing in Focus* displayed in a black box, draw in the lay reader as well as the serious student.

The concepts of psychology are accessible and appropriate to study in marketing courses. That they are very well understood by Karen Webb is demonstrated by her ability to break them down into easily digestible parts which are followed by the application of the theory to something a student can relate to.

The chapter summary is an effective teaching and learning tool, particularly the key terms page referenced for context. The glossary, copyright and index show attention to detail and are in themselves teaching tools.

Many textbooks can seem overwhelming to the new student. This one is not. Karen Webb has used an attractive balance between the familiar and the theoretical to stimulate and maintain interest.

Apart from being an excellent teacher and learner text book, this book would make a good 'dipping into' reference or self study opportunity for any business person who hasn't formally studied marketing. ❖



**Reviewed by  
Chris Froissard**

Chris Froissard is an instructional designer at the Centre for Learning Innovation at the Department of Education NSW. He has developed educational multimedia resources for the Rural Production training package.

**Agroforestry for Natural Resource Management**

Author: Mark Pegrum

Publisher: CSIRO Publishing

Published: 2009

AGROFORESTRY is the deliberate management of trees and shrubs on farms. This book is ideally suited to the rural production training package for units at higher qualifications levels that touch on agroforestry. It would be appropriate for students at the Certificate IV to diploma level and above.

This work is authoritative, with many of the authors being experts in their field. They include academics as well as practitioners working in both industry and government. The work is clearly aimed at the farmer on the land.

Each chapter contains references for further reading and is written in plain English. There are many illustrations, photos and diagrams adding greater clarity to the concepts discussed. The chapters summarise the key scientific papers and experiments and then apply the key principles to the farm environment.

Part one looks at the environmental function of trees in the landscape. Covering issues such as the ability of agroforestry to mimic natural ecosystems, using trees to manage local and regional water balances as well as salt and agricultural pollutants, and using trees to protect dryland crops and soil.

Part two examines the productive function of trees in the landscape, looking at issues such as wood as a farm product, growing high-quality saw logs, producing farm firewood and pulpwood, using saltbush for forage, rehabilitation of saline land using trees and integrated production systems using mallee.

Part three looks at the implementation of agroforestry: the financial and economic valuation of agroforestry, enhancing its environmental benefits through governmental policy and the adoption of agroforestry in Australia.

It comes with a DVD that contains useful information. ❖



**Reviewed by  
Anne Marie Bracken**

Anne Marie Bracken is a teacher of nursing and aged care at North Coast TAFE, Port Macquarie campus.

**Managers and the Law, A Guide for Business Decision Makers, 3<sup>rd</sup> Edition**  
Authors: Lynden Griggs, Eugene Clark & Ian Iredale

Publisher: Thompson Reuters

Published: 2009

MANAGERS of contemporary businesses in Australia have awaited the publication of a current text that provides accurate information on commercial laws for those at the core of our Australian economy. Our ever changing local and global economy makes it imperative for managers to be able to base their business planning and innovative ideas that enable their survival on consistent and accurate data.

This text on law differs from others in that it addresses the legalities of specific problems managers face while providing appropriate solutions capable of being implemented. It also provides guidance for the manager to determine under what circumstances higher specialist legal advice is required. In no way does it attempt to replace the use of a legal practitioner. In fact, this text is utilitarian in the way that it provides advice on appropriate mechanisms to use when working with legal practitioners.

This 'must use' resource for the specified target group enhances the ability of the manager to act proactively. In accordance with the progressive culture of successful workplaces, this text focuses on effective risk management stratagem and provides principles that could be applied in a practical setting across a diverse range of contexts.

As the research undertaken to produce this text is original and contemporary, it will also appeal as an indispensable resource for those undertaking undergraduate and postgraduate courses. The text contains clearly documented list of tables and figures, the use of diagrammatic presentation to explain complex ideas, 'case in points', which provide realism to the text and encourage the reader to challenge issues, and question management strategies and questions for discussion that focus learning at the close of each chapter.

This book is a valuable adjunct to a personal or professional library. ❖