

September 1996

**TO: Executive Addressed**

**FR: James E. Lukaszewski, APR, Fellow PRSA Chairman**

**RE: Useful Additions for the Issue Manager's Library**

I'm often asked about good books related to issues management. The following are on my must read list for executives and managers:

1. *Advisory Panels: Options for Community Outreach*, Chemical Manufacturers Association, 2501 M Street, N.W., Washington, DC 20037, (202) 887-1100.
2. *A Manual for Managing Notorious Cases*, National Center for State Courts, Publications Department, 300 Newport Avenue, Williamsburg, VA 23187- 8798, (804) 253-2000, 1992, available directly from the publisher.
3. *The Art of War*, Sun Tzu, translated and with an introduction by Samuel B. Griffith, Oxford University Press, 1963, available in most book stores.
4. *Breaking Point: The Workplace Violence Epidemic and What to Do About It*, Joseph A. Kinney and Dennis L. Johnson, Ph.D., 1993, National Safe Worksheet Institute, Courthouse Place, 54 West Hubbard Street, Suite 403, Chicago, Illinois 60610, (312) 661-0690.
5. *Chemicals, the Press, and the Public: A Journalist's Guide to Reporting on Chemicals in the Community*, Environmental Health Center, division of the National Safety Council, 1050 17th Street, N.W., Suite 770, Washington, DC 20036, (202) 293-2270, 1989, available directly from the publisher.
6. *Community Emergency Response Guidebook*, 1992, Chemical Manufacturers Association, 2501 M Street, N.W., Washington, DC 20037, (202) 887-1100.
7. *Crime Victims and the Media*, 1990, National Victim Center, 307 West 7th Street, Suite 1001, Fort Worth, TX 76102, (817) 3355.
8. *Explaining Environmental Risk*, Peter M. Sandman, Office of Toxic Substances, U.S. Environmental Protection Agency, 1986.
9. *The Goal, A Process of Ongoing Improvement*, Eliyahu M. Goldratt and Jeff Cox, North River Press, Box 309, Croton-on-Hudson, NY 10520, (914) 941- 7175, 1986, available directly from the publisher.
10. *Grassroots Participation: Key to the Chemical Industry's Future: A Manual for the Members of the Chemical Manufacturers Association and the Federation of State Chemical Associations*, 1991, Chemical Manufacturers Association, 2501 M Street, N.W., Washington, DC 20037, (202) 887-1100.
11. *Interviewing America's Top Interviewers*, Jack Huber and Dean Diggins, Carol Publishing Group/Birch Lane Press, 1990, available in most book stores.
12. *The Kids Guide to Social Action*, contact Barbara A. Lewis, Jackson Elementary School, Salt Lake City, UT.

13. *The Knock on the Door: Preparing for and Responding to a Criminal Investigation*, Judson Star, Esq., Chemical Manufacturers Association, 2501 M Street, N.W., Washington, DC 20037, (202) 887-1100.
14. *Marketing Warfare*, Al Reis and Jack Trout, Plume/Penguin Books, 1986, available in most book stores.
15. *The Mind of the Strategist: Business Planning for Competitive Advantage*, Kenichi Ohmae, Penguin Business Library, 1982, available in most book stores.
16. *Risk Communications, Risk Statistics & Risk Comparisons: A Manual for Plant Managers*, Vincent T. Covello, Ph.D., Peter M. Sandman, Ph.D. and Paul Slovic, Ph.D., 1988, Chemical Manufacturers Association, 2501 M Street, N.W., Washington, DC 20037, (202) 887-1100.
17. *Rules for Radicals: A Pragmatic Primer for Realistic Radicals*, Saul D. Alinsky, Vintage Books, New York, Copyright 1971, currently out of print. Try used book sellers, or beg or borrow a copy.
18. *Yes or No: A Guide to Better Decisions*, Spencer Johnson, M.D., HarperCollins Publishers, 1992, available in most book stores.

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