

almost all executives believed that corporate reputation and goodwill would be enhanced through social endeavours."¹⁶ In Suid-Afrika werk sekere motorvervaardigers aan 'n "equal opportunity code of ethics."¹⁷

Die kundigheid, inisiatief en leierskap van ondernemings in Suid-Afrika is 'n onontbeerlike inset om 'n oplossing vir ons sosiale vraagstukke te vind. Dit is van die aller grootste belang dat bedryfsleiers en die owerheid in oorleg met mekaar maniere vind waarop die tot nou ongebruikte potensiaal van ondernemings sinvol ingespan kan word.

VERWYSINGS

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- ³ Jeppson, J, *President's Message*, (Jaarverslag van Norton Inc., V.S.A., 1975), p. 2.

- ⁴ Schools, J, "Optimalisatie versus maximalisatie/1.", *Intermediair*, 22 April, 1977, p. 17.
- ⁵ *Beeld*, 16 Julie 1977.
- ⁶ *The Star*, 2 Maart 1977.
- ⁷ *The Star*, 13 Julie 1977.
- ⁸ *Financial Mail*, 8 Julie 1977.
- ⁹ *The Star*, 23 Mei 1977.
- ¹⁰ Steiner, J F, "The Business Response to Public Distrust", *Business Horizons*, April 1977, p. 74.
- ¹¹ Davidson, H J, "The Top of the World is flat", *Harvard Business Review*, Maart-April 1977, p. 98.
- ¹² Poolman, J, "Die opkoms van die beroepsbestuurder en enkele implikasies daarvan", *Publikasie-reeks van die Randse Afrikaanse Universiteit*, Johannesburg, 1971, p. 23.
- ¹³ Van Dam, A, "Marketing in the New International Economic Order", *Journal of Marketing*, Januarie 1977, p. 22.
- ¹⁴ Jacoby, N. H (red.), *The Business - Government Relationship - a Reassessment*, Goodyear, Pacific Polisades, 1975, p. 173.
- ¹⁵ Loc. cit.
- ¹⁶ Holmes, S L, "Executive Perceptions of Corporate Social Responsibility", *Business Horizons*, Junie 1976, p. 40.
- ¹⁷ *The Star*, 20 April 1977.

BOOK REVIEW

Modern Credit Management, by Patrick R.A. Kirkman, George Allen, Unwin, London: R19.80

The book contains little that is new to anyone who has been involved in credit management. Its subtitle "A study of management of trade credit under inflationary conditions is not indicative of any new approach: rather, it is intended to emphasize the importance of credit management under such conditions. Kirkman has written primarily for the British credit controller, whose practices he contrasts rather unfavourably with those of his counterparts in the USA and continental Europe. Most of the book is therefore aimed at telling the British credit manager just how these people carry

out their jobs, after an introductory chapter which gives a very lucid explanation of why it is important to the management of cash resources for credit management to be improved.

While much of the book is therefore devoted to a fairly routine (but very well written) discussion of the credit controller's task, there are a few very useful chapters on factoring and credit control assessment which should be of great interest to most businessmen, plus a survey of comparative international practices which may just give food for thought.

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