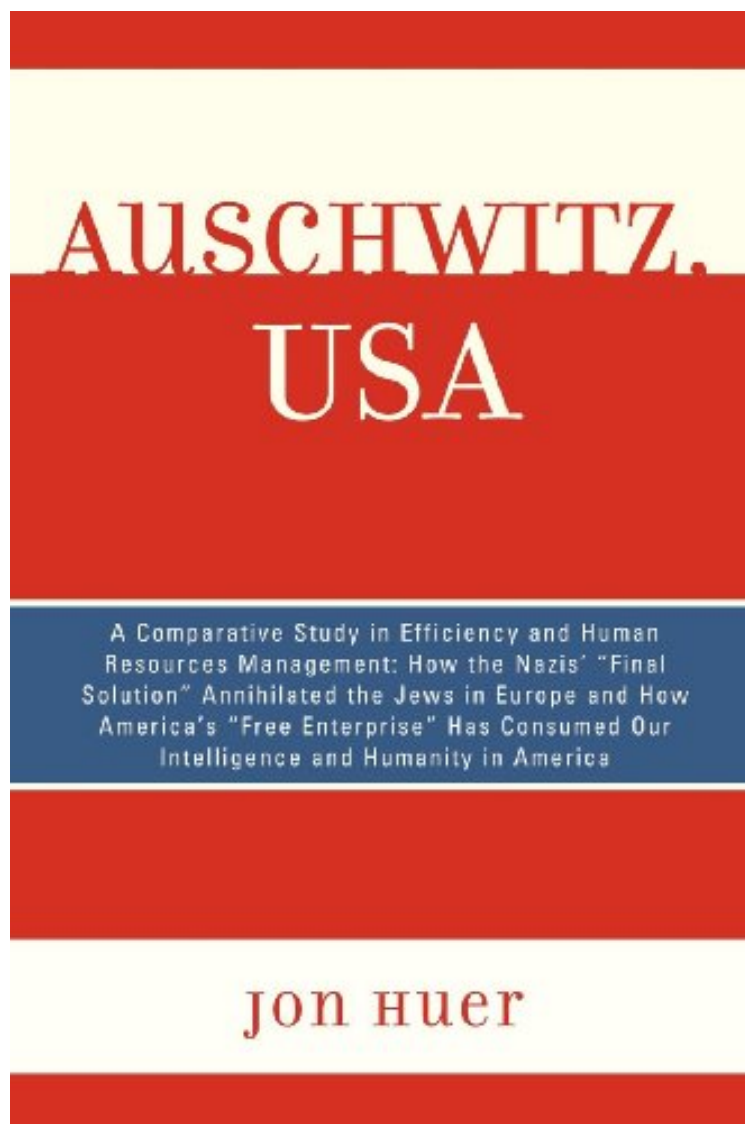


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In the last hundred years of industrial advancement, a great deal of scientific progress has been made in the field of efficiency studies. Known as human resources management among those who study these things, the main quest has always been how to control human thoughts and actions so that everything works to the maximum benefit of those who control these human resources. Accordingly, the most 'efficient' system is one that controls the human resources by eliminating the human part and turning them into pure resources. In other words, their ultimate organizational goal is to transform people into things. This is the quest of all efficiency experts and human resources managers and what is commonly called organizational behavior. This book is about the two best historical examples of such 'efficiently-run' resource management.

hellip;Frightening. (Timothy Flack)In so much as people are relegated to numbers either for a specific purpose or no purpose at all, they are dehumanized. And while the method used to dehumanize people may or may not lend itself to judicial processes, political and such, the fact remains that in such circumstances, consumers are being thought of and used in a way that does not consider their ability to perceive humanityhellip;.To my astonishment, I was swayed to agree with the author. (Alfonso Davis)Stunning, provocative, wonderfully appropriate in [its] aptly compressed expression of the central, radical, profoundly original, and brilliant themes developedhellip;. Will stand the test of time as magisterial monuments of the sociological imagination. (Richard Dowling)About the AuthorJon Huer received his Ph.D. from UCLA in 1975 and is professor of sociology at the University of Maryland University College. He has written a dozen books of social criticism, including *The Wages of Sin*, *Tenure for Socrates*, and also *The Dead End*, which *TIME Magazine's* Lance Morrow called "an important and often brilliant book."