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Encyclopedia of Industrial and Organizational Psychology

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Outstanding Business Reference Sources

The 2007 Selection of Recent Titles

RUSA BRASS Business Reference Sources Committee

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BRASS Business Reference Sources
Committee included: Lee Pasackow
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A BRASS Business Reference Sources Committee working group, after year-long discussions, voted for three titles to be included in the outstanding category. Four additional titles were selected as noteworthy. In order to qualify for inclusion on the list, the works must have been published since May 2006, must be a source for frequently asked business reference questions, and must be suitable for mid-size to large academic and public libraries. The outstanding titles feature a new Web-based mapping application, an encyclopedia on the burgeoning topic of industrial and organizational psychology, and an encyclopedia to help us with those challenging statistics questions. Notable titles include a standard reference that is now electronic and three books that feature common business concepts and functions—new and classic.

OUTSTANDING TITLES

Encyclopedia of Industrial and Organizational Psychology, Ed. by Steven G. Rogelberg. Thousand Oaks, Calif.: Sage, 2006. 2 vols. \$375 (ISBN 1-4129-2470-7).

In today's global, competitive marketplace, firms are concerned with developing, retaining, and rewarding their workforce. With the proliferation of self-service human resource management applications, workplace issues are no longer the sole purview of the human resources department. Line managers need to be aware of legal and ethical issues as well as of the latest techniques to evaluate and motivate their employees. The *Encyclopedia* covers more than four hundred key topics that affect the workplace environment daily.

The editor is the director of the interdisciplinary Ph.D. program in organizational science and directs the Industrial/Organizational Psychology Graduate Program at University of North Carolina Charlotte. He was a consultant in private industry. The more than three hundred contributors are academics from universities worldwide and practitioners.

Signed entries, averaging three pages, provide an overview of the topic. Illustrating the timeliness and thoroughness of the volume, the entry for "Emotional Intelligence" defines the trait- and competency-based approaches as well as the measurement of EI and its predictive validity. It also mentions the popularity of a recent trade book that led to some relabeling of existing approaches and models. Cross-references and additional readings allow the advanced researcher to further explore the topic. Attesting to the academic level of this encyclopedia, the additional readings are monographs and academic journals, not Web sites. Graphs, charts, and

tables clarify complex concepts.

The target audiences are undergraduates, beginning graduate students, the general public seeking non-technical explanations, and practitioners. This title handily gets a student started on such popular research topics as corporate social responsibility and succession planning. A small business owner can find ideas for managing cyberloafing at her company.

The Reader's Guide quickly orients the novice researcher. The Foundations section includes history; ethical and legal issues; research methods; and measurement theory and statistics. The "Industrial Psychology" section includes:

- understanding and assessing individual differences;
- employment, staffing, and career issues;
- developing, training, and evaluating employees;
- productive and counterproductive employee behavior;
- motivation and job design;
- leadership and management;
- groups, teams, and working with others;
- employee well-being and attitudes; and
- organizational structure, design, and change.

The index is cross-referenced based on topic and subtopic keywords. The appendixes are useful for students wanting to enter the profession, listing guidelines for masters and doctoral level education, graduate programs, I/O journals, job titles, and groups and organizations for I/O professionals.

The *International Encyclopedia of Business and Management* and the *Blackwell Encyclopedia of Management* provide coverage of most topics in this set. For business and related social science reference collections that do not have these titles, or for larger libraries that prefer an edition with the latest terms in this fast evolving field, the *Encyclopedia* is an excellent choice. Sage also offers this title in their eReference collection.—Leticia Camacho, Brigham Young University, Provo, and Lee Pasackow, Emory University, Atlanta

Encyclopedia of Measurement and Statistics. Ed. by Neil J. Salkind. Thousand Oaks, Calif.: Sage, 2007. 3 vols. \$395 (ISBN 978-1412916110).

This three-volume encyclopedia is designed to provide a comprehensive overview of topics in the fields of measurement and statistics for a general audience. The editor, who also is the author of the bestselling book *Statistics for People Who (Think They) Hate Statistics*, is fully aware the subjects are daunting for most people. Therefore, the encyclopedia's goal is to be informative without being overly technical.

The nearly five hundred entries vary in length from succinct, five-hundred-word definitions, to lengthy, four-thousand-word topic explorations. Each entry is signed by the author, most of who are affiliated with academic institutions. Bibliographies also are included with each entry; some have as few as one citation, while others have more than a dozen. "See also" references are included as necessary to assist readers with finding related topics. Entries are arranged in

alphabetical order, and there is a decent index to assist users. A helpful Reader's Guide—a listing of the entries grouped into related areas—also is included at the front of each volume.

The meat of the encyclopedia consists of entries pertaining to statistical techniques and tests. These entries start by defining the technique or test and continue with an example of how it is used and how the resulting data can be interpreted. The examples are generously illustrated with charts and tables to clarify the accompanying textual explanation. Bibliographies for these types of entries frequently include references to articles that utilize the technique or test under discussion, providing motivated users with plenty of options for further exploration.

Nontechnical concepts and issues related to statistics and measurement also are covered in the encyclopedia (for example, high-stakes testing). Brief entries are sparingly included for people such as Babbage, Markov, and Poisson; for major testing instruments such as Myers Briggs, Rorschach, and Strong Interest Inventory; and for important statistical publications and organizations. Topics with aspects in multiple fields get a well-rounded entry. For example, the entry on Six Sigma includes a discussion of Six Sigma as a management philosophy and a metric for denoting level of quality as well as a methodology for improving quality.

Additional materials in volume three include a list of recommended statistical Web sites (for example, FedStats and statistics.com), a comprehensive bibliography, a glossary of terms, and two appendixes of material reprinted from *Statistics for People Who (Think They) Hate Statistics*. If your library users aren't exactly flocking to the shelf to use your print reference collection, the good news is Sage also offers this title in their eReference collection.

Overall, this is an outstanding encyclopedia. Statistical methods are used in all types of research, including business, so while this is not strictly a business reference book, it is still a highly valuable resource for any library collection serving business users. Sure, there are plenty of statistics textbooks out there, but rare is the reference book that takes such an accessible and nontechnical approach to the fields of measurement and statistics.—Anne Bradley, California State University, Sacramento

SimplyMap. New York: Geographic Research, Inc. <http://geographicresearch.com> (accessed July 23, 2007). Pricing available upon request.

SimplyMap is an exquisite solution to frequently asked business reference questions. It combines mapping capabilities with extensive demographic, business, and marketing data that enables novice users to create their own interactive thematic maps and reports using a Web browser. The maps can be exported as high-resolution images for use in reports and presentations, and data can be exported into Microsoft Excel worksheets and Microsoft Word documents. Business applications for this product include target marketing, advertising campaigns, commercial and residential real estate development, retail store site selection, ranking studies, and