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MANAGEMENT PRINCIPLES

**Teaching Session
HAROLD S. HOOK***

Mr. Hook, an innovator in the field of professional management, is the originator of MODEL-NETICS, a unique management language, and of Main Event Management, a total management system with broad application to business and government.

The session consisted of an introductory presentation of concepts about problems in management, using slide drawings, printed slides, and verbal commentaries. Among the problems discussed were: the characteristics of change, the ingredients of decisions, communications, delegation, motivation, and the components of satisfaction in business.

Further information can be obtained by writing to Main Event Management Corporation, Box 4892, Sacramento, California, 95801.

*Mr. Hook, not a member of the Society, is president and director of American General Insurance Company, Houston, Texas. He is also chairman of the board of California-Western States Life Insurance Company, Sacramento, California, where he served as president and chief executive officer from 1970 to 1975. He is a Chartered Life Underwriter and a Fellow, Life Office Management Institute.

