

Book Review Editor: Theodore J. Weidner, Ph.D., P.E., AIA

**The last of my summer reading,** an indication of how far ahead this column is written, brings me to write about two very different but also similar books. The first, a facilities book designed to introduce young people—or recent career transfers—to facilities management. Considering APPA's concerns (and many grey-beards, myself included) about the lack of new blood in the organization, it is a welcome addition. The second could be read by a near or recent graduate, concerned about developing a successful career in any field, facilities management included. Regardless of your reasons for choosing to read either book, I recommend you enjoy the end of the year with a good book.

### FACILITY AND PROPERTY MANAGEMENT GUIDEBOOK

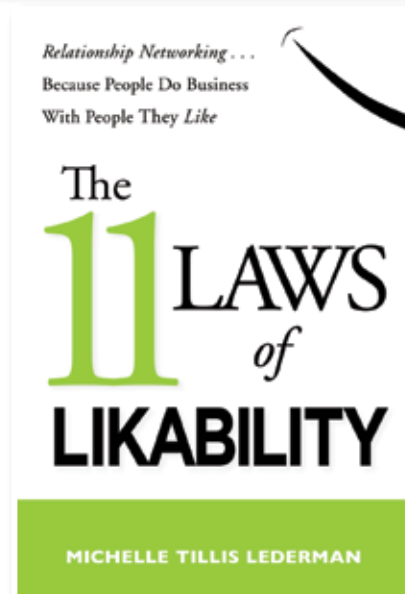
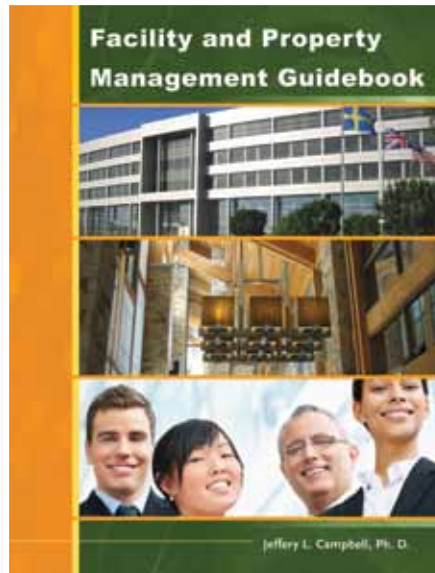
Jeffery L. Campbell, Campbell Consulting, Orem, UT, 2010, 370 pages, softcover, \$69.95.

There are several general books on facility management, but most of those books are large tomes that are dense and attempt to answer most, if not all, facility questions. By contrast, this is a general book that doesn't attempt to answer everything, yet provides an excellent overview of the industry.

*Facility and Property Management Guidebook* is a course text for introductory courses in facility management. Beginning with a general background of facilities through history, the *Guidebook* outlines the forces that have formed the constructed world, leading to the need for facility professionals. The major employers of facility professionals are reviewed, why they need facility professionals, and what is interesting about the jobs.

This is followed by a review of the technical aspects of facilities manage-

ment, including a description of the process from design through operation. Facilities are described from the outside-in: structure, envelope, interior, MEP systems, and special equipment.



There's also some discussion about site infrastructure, hardscape and utilities. As an introductory book, treatment of these areas is general and not very detailed—but there's enough informa-

tion to spark some interest and lead to further study. The discussion about the project delivery process provides enough information for a novice to assemble a basic program statement, oversee the design, and make an informed choice about the construction contract. Again, additional details are needed for professional practice, but that knowledge is clearly left to an upper level course or internship.

The discussion about operation of facilities covers the essentials, types of maintenance, management systems, energy conservation, sustainability, and regulations. There's a nice discussion about energy costs and some demand side-management techniques. Reflecting issues of the time, there's a separate chapter for security and disaster recovery. (Facility officers must be prepared for these issues, and an introductory course is an ideal place to introduce these subjects.) Finally, several chapters discuss leadership, budgets, and property management. These chapters cover facilities management issues that are often left for committed facility officers.

*Facility and Property Management Guidebook* is a comfortable read, designed for young people considering facilities management as a career. While used in only two university programs on facilities management, it ought to be used more widely including outside the classroom.

### THE 11 LAWS OF LIKABILITY: RELATIONSHIP NETWORKING ... BECAUSE PEOPLE DO BUSINESS WITH PEOPLE THEY LIKE

Michelle Tillis Lederman, AMACOM, New York, NY, 2011, 215 pages, softcover, \$16.95.

Whenever presented with an opportunity to review a book about relationship building, I think back to my early teen years when I was

given a Dale Carnegie book. While the times and settings may have changed, the message is still true. The message in *The 11 Laws of Likability* is the same as Carnegie's *How to Win Friends* message: be liked and you'll get business (through friendships). So what makes this book stand out?

*The 11 Laws of Likability* presents its

HAVING SUFFICIENT SELF-AWARENESS OF ONE'S CHARACTERISTICS AND THE CHARACTERISTICS OF OTHERS CREATES OPPORTUNITIES TO SUCCEED.

message following a standard pattern in each chapter. Each *Law* is presented in the chapter title: Authenticity, Self-Image, Perception, Energy, Curiosity, Listening, Mood Memory, Familiarity, Giving, and Patience. There are several examples and corollaries to each law that emphasize the law and provide a path to achieving the law in action. Each chapter has at least one example from the author's experiences which illustrates the points of the chapter. Then each chapter ends with a summary of the law with key points to remember.

While there are a lot of similarities to previous books about building relationships, this one is different and unique. Similar to *Build on Your Strengths*, Lederman recognizes that one cannot be all things to all people (or customers). Rather, there are some innate characteristics each of us has, and there are opportunities for us to leverage them on our own or with others. These characteristics make a person successful in their career. Having sufficient self-awareness of one's characteristics and the characteristics of others creates opportunities to succeed. In this case, the characteristics are called "likability" but they could also be called many other things.

This is an enjoyable book. It is easy to read from start to finish, but also organized so it can serve as a reference when one needs a refresher about a business situation and how the *Laws* can be applied. I'll add this book to my set of business references and refer to it periodically when confronted with new, potential long-term relationships. ☺

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