

Hayami and Ruttan present a detailed analysis comparing the Japanese experience with the United States experience. It cuts through the dramatic superficial differences and clearly demonstrates the more important similarities. The point is made most clearly that technology innovation strategy must be based on the resource endowment of the country modified by current economic trend.

The book also contains historical analyses of European countries useful for developing modern day technology innovation strategies. Especially interesting is the account of the German experience, one of the first in the socialization of agricultural research, in which the government developed public programs aimed specifically at inducing agricultural development. The historical accounts also show the interrelation among agricultural development, industrial development, and technology development.

Of particular value in project development is their identification of the three phases of international technology transfer, based on historical analysis. Countries vary in their capacity to accept or receive technology transferred in, and the implication is clear that R/E projects will be most fruitful if they are adapted to the country's current and potential capability.

Although the book is most useful for designing technology innovation policy and strategy, it also provides a basis for inferences useful in research and extension management.

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Creative Evaluation

Patton, Michael Quinn
Sage Publications;
Beverly Hills and London, 1981

This is one of several books by Patton. Readers differ on which they prefer, but they all appreciate and respect the authors' message based both on experience and a thorough knowledge of the literature.

Creative Evaluation has no formula or step-by-step guidelines for the evaluator, and this by design. Patton recognizes the almost infinite combination of circumstances or situations in which evaluators will find themselves and the futility of searching for a formula that will serve broadly. His frame of reference seems of particular relevance to R/E projects.

He sets forth two concepts that are particularly appealing. One is the concept of assets analysis in contrast to needs analysis, equating "assets" with project strengths and "needs" with its weakness. He also introduces the concept of user orientation, emphasizing the fact that the user has the final say on the impact your evaluation will have.