



The Gerontologist as an Administrator:

Thomas A. Rich

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For students and practitioners of gerontology, this indispensable text examines all aspects of administering services to older adults. Jeffrey A. Giordano and Thomas A. Rich, both professors of gerontology with extensive experience in administration, surveyed practicing administrators over a two-year period. The resulting integration of administrative theory and practice is evident throughout this book's 13 chapters, which address everything from leadership styles and management techniques to ethical issues and community relations. In addition, the authors thoroughly examine the most widely encountered facets of the typical gerontologist administrator's career, including communication, organizational structure, the role and function of human resources administration, motivation and productivity, supervisory responsibilities, staff development, financial management, strategic planning, program evaluation, and organizational change.

Both undergraduate and graduate students of gerontology will benefit from using Giordano and Rich's book as a core text for administration courses. Professors of gerontology administration will be relieved at last to have found a work that emphasizes the unique requirements of administering older adult programs. The authors consider all three service sectors--private, public, and not-for-profit--in addressing those who are now in administration, those who aspire to be administrators, and those who will be surprised someday to be offered administrative responsibilities. Assuming a basic knowledge of gerontology, the text includes a learning experience following each chapter that allows readers to apply their knowledge of the field in a practical manner. Other special features include information on such contemporary challenges as how to use volunteers effectively, how to integrate ethics into programs for older adults, how to involve staff in administrative activities, how to make the most of public relations and fund-raising opportunities, and how to develop special projects.

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