

Some of Gannon's metaphors are musical—the symphony for Germany and the opera for Italy. Some are choreographic in nature—the ballet in Russia and the samba in Brazil. Even the differing bull-fights of Spain and Portugal could be considered as choreographical metaphors. For the U.S., Gannon says the appropriate metaphor is football—which some people would say is choreographed also. Pundit George Will says that football “combines the two worst elements of American life: violence and committee meetings.”

Given all the messages that one might read about American society through the

explication of a football *event* (as opposed to just the game), it is surprising that Gannon did not use soccer as cultural metaphor for say, Brazil or the European Union. The restriction against the use of the hands seems astonishing in a sport that demands a high degree of athleticism. And why such a vast playing field that has players spending most of their time running around as the clock continues to run and the spectators run over each other in their exuberance? Surely, there must be cultural insights that can be gleaned from these aspects. To be fair, Gannon does discuss soccer's role in several countries and baseball's role in Japan. Of course, one could

comment at length about the various sports of the world and how they mirror metaphorically one or more features of the cultures in which they predominate. Gannon's tests for a good cultural metaphor were consensus (though he does not provide evidence) and whether there existed a more comprehensive choice (again, he does not provide evidence).

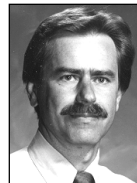
This is one of those books that can be read by skipping around among the chapters, but, as always, it is wise to first read the introductory chapter that outlines the approach and defines the author's terms. ■

NAMES IN THE NEWS

CAROL LATTA, Feature Editor, Home Office, Georgia State University

S. Thomas Foster, Jr. announces the publication of his new book, *Managing Quality: An Integrative Approach*, published by Prentice Hall. He has spent the last year as a visiting associate professor in the MSIS Department at the Smeal College, Pennsylvania State University. He was also promoted to the rank of professor at Boise State University and named to “Who's Who in America.” Recently he launched an academic quality, management-related website called www.freequality.org.

Ken and Julie Kendall, School of Business-Camden, Rutgers University, celebrated their 25th anniversary on June 11, 2001.



Mike Parent, Utah State University, was recently notified of his appointment to chair the National Collegiate Athletic Association (NCAA) Football Certification Committee.

In his new role with the NCAA, Parent and other committee members will set policy and regulations governing pre-season-exempted contests, certain all-star games and all post-season bowl games in football. Committee members represent each Division 1A conference. A member of the Utah State faculty for 29 years, Mike specializes in market research and strategy. His involvement with the NCAA issues dates back to 1986 when he chaired the university's Strategic Planning Committee for Intercollegiate Athletics. ■

Future DSI Annual & Regional Annual Meetings

NATIONAL ANNUAL MEETINGS

November 17-20, 2001

The San Francisco Marriott, San Francisco, California

November 23-26, 2002

The San Diego Marriott Hotel and Marina, San Diego, California

November 22-25, 2003

The Marriott Wardman Park Hotel in Washington, D.C.

November 20-23, 2004

The Boston Marriott Copley Place Hotel, Boston, Massachusetts

6TH INTERNATIONAL MEETING

July 8-11, 2001

ITESM Chihuahua

(Monterrey's Institute of Technology and Higher Education, Chihuahua Campus), Chihuahua, Mexico

REGIONAL ANNUAL MEETINGS

Asia Pacific

July 18-21, 2001

Orchard Hotel Singapore, Singapore

Midwest

April 25-27, 2002

The Hilton Milwaukee City Center Milwaukee, Wisconsin

Northeast

March 20-22, 2002

Caribe Hilton Hotel and Casino San Juan, Puerto Rico

Southeast

February 20-22, 2002

The Westin Hilton Head Resort Hilton Head, South Carolina

Southwest

March 6-9, 2002

Adam's Mark Hotel, St. Louis, Missouri

March 5-8, 2003

Hyatt Regency Hotel, Houston, Texas

Western

April 2-6, 2002

The MGM Grand Las Vegas, Nevada