BARNES ON CREDIT

E. H. Barnes, Ph. D.

BARNES ON CREDIT AND COLLECTION

by

E. H. Barnes, Ph.D.

Vice President, National Accounts System, Inc.

PRENTICE-HALL, INC. Englewood Cliffs, N. J.

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Every man who knows how to read has it in his power to magnify himself, to multiply the ways in which he exists, to make his life full, significant and interesting.

—Aldous Huxley

PREFACE

This book deals exclusively with consumer credit. It is intended to help those who grant credit to individuals for goods and for services and who have difficulty in collecting. The focus throughout is on collection, and credit is discussed only to the extent that such discussion is necessary to make clear the material on collection. It makes no pretense at being encyclopedic in its coverage of the topic, nor does it claim complete originality.

What is novel in the treatment is primarily the viewpoint, that of a psychologist who has embraced collection as his field. Sociological and psychological concepts are used to explain some of the phenomena of credit and collection in the hope that these concepts will provide new insights for the reader.

It was the need of the smaller credit granter for help in collection which originally prompted the writing of this book. Although it is hoped that the larger credit granter will also find ideas and suggestions of value, it is the smaller business and professional man to whom my remarks are primarily addressed. The larger credit granter can afford to employ credit experts and to maintain specialized departments to protect his rights and to promote the payment of his accounts. The smaller one must either do it himself or train others to do it for him.

Also, since the smaller credit granter is less likely to be concerned with installment credit, revolving credit, and the other complex forms, most of the text deals with the ordinary open account. The principles of collection, I feel, are basically similar for all accounts. They should, therefore, be applicable to the more highly developed plans as well. However, I have seldom made the attempt to illustrate these more complex applications specifically.

I do not expect everyone to agree with the viewpoints I have expressed. Indeed, I rather anticipate that some of the positions I have taken will be controversial if not downright unpopular. They are, however, my opinions at the present. Although I am indebted to many persons, I must take the responsibility for the views expressed.

Among those to whom I am indebted, I must first name my wife, Dr. Katharine Barnes, not only for intellectual stimulation and criticism, but also for her long hours of clerical assistance. Gordon Fletcher, president of National Accounts System, first interested me in the field of collection and has since been the source of a number of my ideas. Thanks certainly are due James Koller, Roland Gembala, Arnold Agnos, Joseph Savard, Gil Hamblet, Avis Fletcher, and Carl Hobbett for their help in such matters as reading the manuscript and offering valuable criticism and advice. Elsie Katterjohn and Katharine Fay have earned my gratitude through editorial help and proof reading.

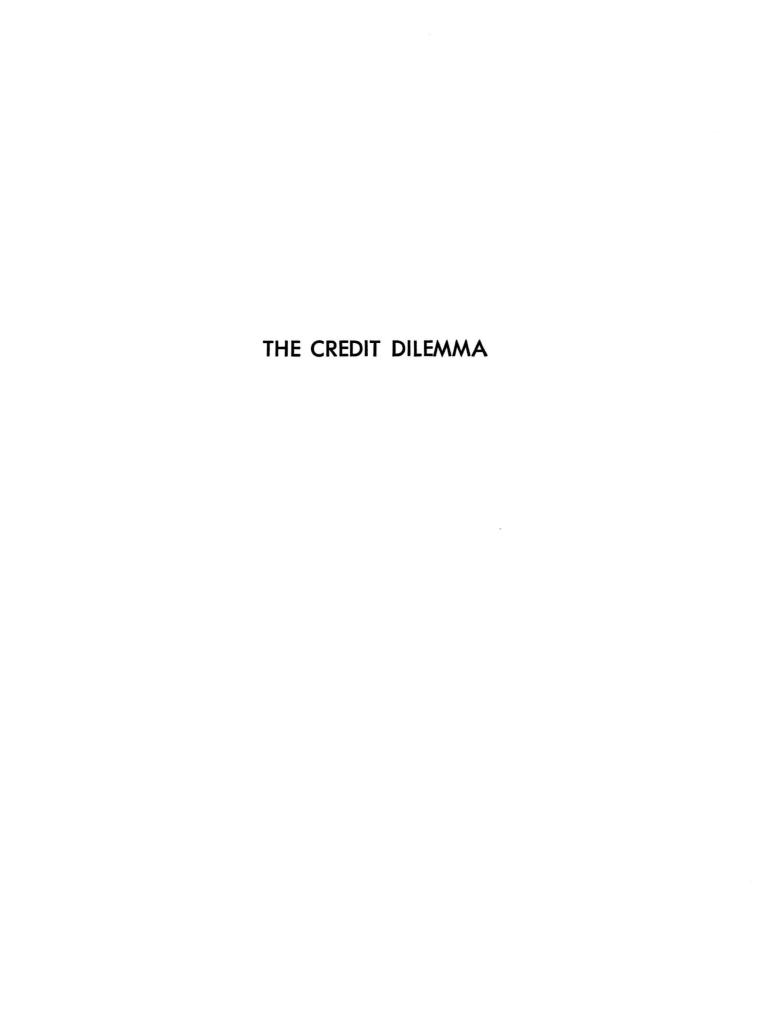


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