

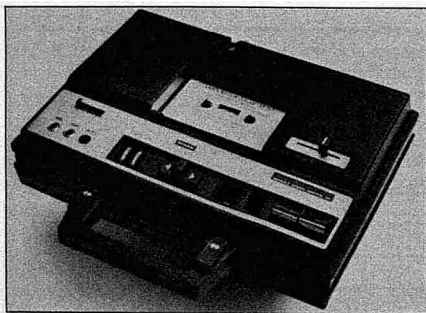
NEW TRAINING TOOLS



TRAINING PRESENTATION AID

"Planning and Producing Slide Shows" is a new training program designed to teach business managers, training and personnel specialists and executives how to produce cassette/slide shows. Included in the program kit are 80 color slides and a cassette which will play on any standard unit. The tape program has synchronized impulses that advance the slides automatically. \$79.95. **Visual Horizons.**

For more information, circle No. 101 on reader service card



SPEECH COMPRESSOR/EXPANDER

Variable Speech Control Company introduces their new Model AV-1 with VSC. The AV-1 is built around the patented Wollensak bipheripheral drive and plays back cassettes from 60 per cent to two and a half times normal speed with fully understandable pitch correction. \$439. **Variable Speech Control Co.**

For more information, circle No. 105 on reader service card

"POSITIVE POWER"

This videotape program is designed for adults and professionals who want to learn how to use power positively to impact actions in their organizations. The three-part series includes three tapes on "personal power," three tapes on "managing your organizational reality" and one tape on "managing yourself and your time." **MC Corporation.**

For more information, circle No. 106 on reader service card



SALES TRAINING FILM

This 28-minute color film titled "The Customer Is Always Right" is built on the approach that selling well means understanding what makes people want to buy. Designed to show sales reps how to avoid objections by using questions to identify the client's problems and needs. A leader's guide is included and suggests two alternative methods of presenting a training session. **Educational Resources Foundation.**

For more information, circle No. 110 on reader service card

PERSONNEL ALERT

This is a new publication designed to help the personnel manager keep on top of his or her professional reading. The editors of P.A. scan over 100 personnel and general management periodicals, as well as new books and articles. Several of these are then chosen and published bimonthly in a six page newsletter. \$18 annually. **Advanced Personnel Systems.**

For more information, circle No. 107 on reader service card

AVOID EEO PROBLEMS

"Fair Employment Practice" is a multimedia training program designed to show managers and supervisors how to use the principles of good management to avoid problems with Equal Employment Opportunity regulations. Using a combination of films, manuals and a "primer" of equal employment opportunity, the program covers key areas of recruitment, selection and placement, promotion and transfer and discipline and discharge. Available for preview, lease and sale. **BNA Communications Inc.**

For more information, circle No. 109 on reader service card

PLEASE NOTE: The *Journal's* editorial staff exercises rigid controls in the presentation of services and products in its New Training Tools columns, and endeavors to verify suppliers' claims, but assumes no responsibility for the validity of such claims.



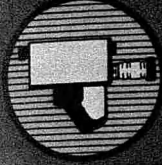
JOB SAFETY ANALYSIS

This multimedia training program is designed to help industries reduce accidents by minimizing hazards, developing safe work procedures and training employees. This training system comes with: 160 color slides, four cassettes (pulsed), operation handbook, instructor's guide and 15 participant workbooks. \$365. **Creative Media Development.**

For more information, circle No. 118 on reader service card

ADWAR VIDEO CORP.

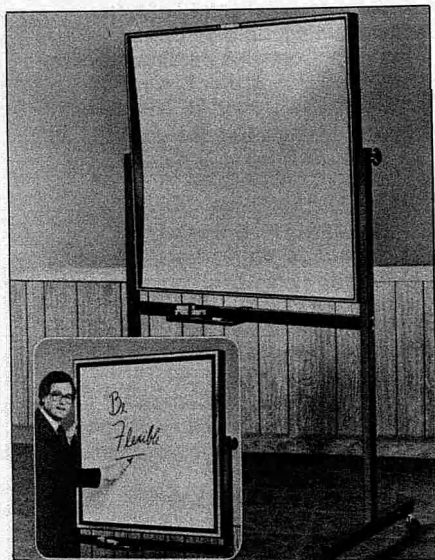
MODIFICATIONS
RENTALS
SERVICES
SALES
TIPS



VIDEO CATALOG

This new 64-page catalog offers a selection of industrial and home video equipment and includes several sections on such subjects as how to plan a video studio, closed-circuit television system or videocassette network. Other sections offer listings and rates of video equipment rentals. Available upon request. **Adwar Video Corp.**

For more information, circle No. 116
on reader service card



VISUAL AID

The "Navilux Executive" is a reversible projection screen with a 160 degree viewing angle and whiteboard writing surface. This 40"x40" daylight front projection screen features a curved screen surface which concentrates light for clear viewing even in high ambient light conditions. The screen's reversible side is an easily erased whiteboard surface for use with any water-based marking pen. **D.O. Industries.**

For more information, circle No. 108
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A-V TRAINING AID

A new four-color brochure on using standardized training materials in hotel/tourism businesses is designed to show executives and training directors how multimedia training can help solve personnel problems. Training programs discussed include: hotel/tourism management, front-office procedures, housekeeping, food and beverage service and customer relations. Free copies available upon request.

National Educational Media, Inc.

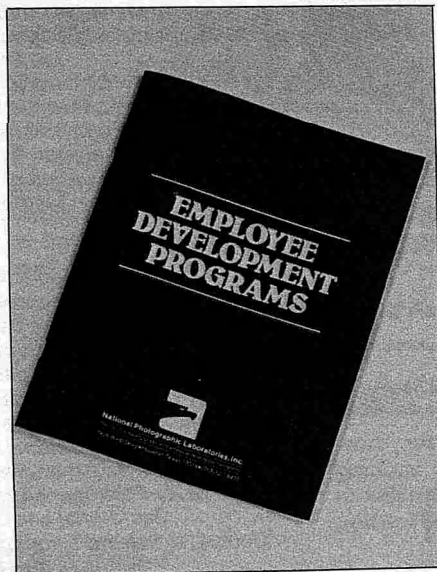
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VISUAL AID CATALOG

This 32-page catalog is intended to illustrate the various uses for visual aids such as scheduling projects, personnel, jobs, equipment, production, maintenance, purchasing and systems. Included in the catalog is a special section covering the use of magnetic board kits for use in designing a system to suit user needs. Available free. **Methods Research Corp.**

For more information, circle No. 119
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EMPLOYEE TRAINING

Employee Development Programs is a 28-page catalog of skills and safety training programs. Included are descriptions and prices of 35 different training programs. Some of the programs teach specific skills for specific industries. Others are applicable to industry in general and are aimed at improving skills, safety, supervision, equipment operation and maintenance. Available upon request from **National Photographic Laboratories, Inc.**

For more information, circle No. 111
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MANAGEMENT EDUCATION

Management Education and Development is an annotated resource guide organized into 13 chapters, and devoted to a specific area of interest related to management development. A reader need merely turn to the chapter which covers the area of his/her interest, find the pertinent entries, and read the summary of each entry to determine the extent to which that publication will provide an answer to his/her problem. 211 pp/\$17.50. **Greenwood Press.**

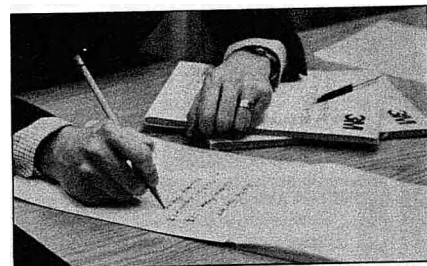
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DECISION ANALYSIS

These 20 videotaped lectures are designed to provide the background necessary for applying decision analysis to complex problems. Discussions include the multistage decision-analysis model and its requisite axioms, the approach and theory for dealing with multiple objective decision problems and several completed case studies.

M.I.T. Center for Advanced Engineering Study.

For more information, circle No. 103
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"ON THE SPOT" VISUALS

"Write or Type" (No. 114) is an overhead projection transparency film similar in appearance to standard overhead transparencies, but has a slightly textured layer that makes imaging possible without equipment or special pens. The film accepts impressions from a lead pencil, ballpoint pen, felt-tip marker or typewriter. **3M Visual Products Division.**

For more information, circle No. 102
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