

New Training Tools

Supervisory Guide

About Supervision: A Guide For the New Supervisor by the New Zealand State Services Commission. 16-page pamphlet. Price \$.60 State Service Commission.

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Videocassette System

The Sony 3/4" U-matic videocassette system provides a new concept in communication with all of the impact of television. Simple to use, ideal for training, teaching, product information and messages from management. Sony Corp.

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Front/Rear Projector

The Model 4000 was designed especially for portable use as a versatile sales and training tool. It is the first 16 mm film projector offering rear screen and wall projection in one unit. Priced under \$300. Audiscan Products Corp.

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Audio-Cassette Training

EXCEL is a personal effectiveness training program that is designed to help you make more effective use of your potential. Program includes six 30-minute audio cassette tapes, reference guide and text. Price \$49.95. Harris Communications.

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Consumer Training

"Training For Consumer Action" is a 23-min. / color film documenting a model training program for complaint mediators working at local consumer protection agencies. Eastern Michigan University.

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A-V Directory

The 1975-76 edition of the *Audio-Visual Equipment Directory* lists over 2,000 items from more than 500 manufacturers. Contains nearly 500 pages with over 1600 equipment photographs. Price \$15 / \$13.50 if payment accompanies order. National Audio Visual Assn., Inc.

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Pre-Retirement/Adult Education

Education for Aging Bibliography contains 100 abstracts taken from textbooks, workbooks, teaching guides,

reports and research documents. *Consumer Education and Career Education Bibliographies* are also available. Price \$2.80 each. National Multimedia Center For Adult Education.

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4-Channel Programmer

The MMP-20-B four-channel electronic programmer is basically designed to run four slide projectors, controlling up to four functions on dissolve controls. Designed to plug into Kodak Carousel Projectors. Electronic Designers, Inc.

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Performance Appraisal

"You're Coming Along Fine" is a 23 min. / color film designed to stimulate your programs on performance appraisal, management by objectives and organizational development. Roundtable Films, Inc.

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"Women's Directory"

The 1975 edition of the *Women's Organizations and Leaders Directory* has two large sections accommodating the text and the four comprehensive indexes. This directory features 20,000 entries for organizations, their leaders and prominent figures in the women's movement. Today Publications & News Service, Inc.

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Word Processing Training

This audio-visual training program for word processing system operator training is composed of a 15-hour self-teach programmed instruction course designed to produce competence in-house as well as in-company sales and service offices and in schools. Redactron Corp.

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Secretarial Simulation

"Executive Secretary Functions and Responsibilities" is designed to help executive secretaries gain clearer perspectives on their dual roles as assistants and as managers. Nine exercises provide a framework for exploring common but difficult problems. Playing time three hours. Didactic Systems, Inc.

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Results Magazine

The first monthly publication devoted to behavior modification in the workplace. Complimentary subscriptions available. Results Magazine.

For more information, circle No. 748
on reader service card

Clear Technical Writing

This 213 pp. text grew out of an extensive study of ambiguous sentences written by scores of engineers, scientists, technicians and students. The book is designed to assist people in technical fields to develop clear, direct and straightforward styles. Price \$6.55. McGraw-Hill Book Co.

For more information, circle No. 749
on reader service card

Training Film

"Profit? You Gotta Be Out of Your Cotton Pickin' Mind!" is an employee training film designed to remind everyone that productivity and profits are the foundations of any business with growth, dividends and benefits as counterparts. Purchase and rental prices available. Stephen Bosustow Productions.

For more information, circle No. 750
on reader service card

"Executive Skills"

This series of 12 half-hour audio cassettes and manual was designed by George Odiorne to develop the management skills needed to do the right things, and to be a manager of managers. Designed for top and middle managers. MBO, Inc.

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Custom-Created Slides

Need new slides for your presentations? This mail-order service will bring you top quality, professionally designed and photographed slides for only \$12.95 each. Write for free full-color brochure and sample slide. Slide Innovations.

For more information, circle No. 752
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Compensation Programs

The Executive Money Map by David J. McLaughlin explores the wide range of compensation programs and provides information on virtually all types of pay rewards. 285 pp. McGraw-Hill.

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on reader service card

Self-Correcting Testing

"Self-Correcting Answer Sheets" provide immediate feedback for trainees and eliminate tedious grading for instructors. Special response marker reveals hidden confirmations. Send for free brochure. Effective Learning Inc.

For more information, circle No. 754
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Motion/Slide Projection

The "Cue/See" super 8 mm sound motion/slide projection system combines the best advantages of all of the following in one dependable instrument: motion picture projector, slow motion projector, filmstrip projector, slide projector, cassette tape recorder/player, console viewer and wall projector. Free brochure available. Charles Beseler.

For more information, circle No. 755
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Vocational Counseling

Vocational Counseling by Frazier Harris is a practical guide and reference book on the practice of vocational counseling today. This new handbook is designed to serve vocational counselors in government, schools and industry. Price \$15. RD Communications.

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Management Training

"Managing Through Leadership and Communications" is a training course consisting of audio cassettes and a comprehensive guide for the trainer, as well as a detailed workbook for the student. Jim Donovan Associates, Inc.

For more information, circle No. 757
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EEO Film

"One By One" is a 28 min., full color film aimed at managers and supervisors in management training and equal opportunity programs. The film is a dramatic documentary about a middle manager and a minority employee on his staff. Purchase and rental prices available. Cally Curtis Co.

For more information, circle No. 758
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Evaluation Text

Evaluating Training Programs compiled by Donald L. Kirkpatrick. 319 pp. \$8.95 for ASTD members, \$15.00 for non-ASTD members. American Society for Training and Development.

For more information, circle No. 759
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Management Guide

Establishing a Training Function — A Guide For Management by Charles C. Denova provides a basic framework upon which more advanced preparation can be based. \$8.95. Educational Technology Publications.

For more information, circle No. 760
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Clerical and Commercial Training

Clerical and Commercial Training Handbook by Peter Gabe. 160 pp. / \$17.95. Offers a comprehensive approach to training the clerical staff for more effective performance in this important role. Cahner Books.

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Cartridge Filmstrip Projector

The "Cartridge Cassette Commander" is a compact, lightweight, automatic cartridge filmstrip projector with built-in screen and tape cassette sound. Designed to make sales calls or on the job training much easier. Price \$295. Dukane Corp.

For more information, circle No. 780
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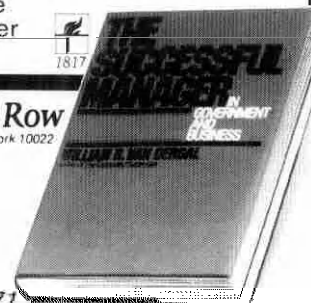
THE SUCCESSFUL MANAGER IN GOVERNMENT AND BUSINESS

By William R. Van Dersal.

The author of the widely used *The Successful Supervisor* provides "thought-provoking discussions of basic organizational areas—training systems, development of supervisors, staff work, reports, conferences and related discoveries in other fields."—*Library Journal*

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