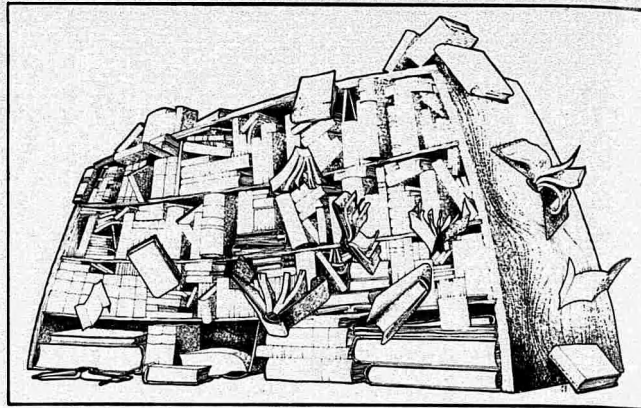


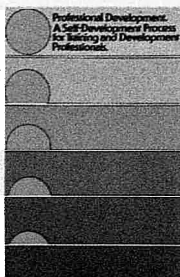
BOOK SHELF



This month's "Bookshelf" features titles from ASTD's Professional Publishing Program. These professional books and monographs were produced through the Society and are available for purchase to members and non-members. If you wish to order one or more of these valuable resources, please complete the order form provided at the end of this section. For a complete listing of all publications available from ASTD, circle Number 130 on the reader service card.

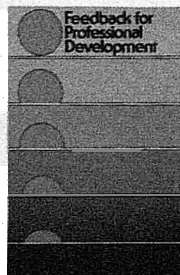
Professional Development

This booklet contains procedures to help the T&D professional better understand his or her job. Chapter One: "Your Job — Purpose and Contribution." "Why does your job exist?" Chapter Two: "Assessing Your Skills." A checklist of over 100 items to help you identify your strengths and weaknesses. Chapter Three: "Creating a Development Plan." A discussion of resources and techniques for acquiring needed skills and expertise. Chapter Four: "You and Your Career." Common career paths for T&D professionals.



Feedback for Professional Development

The *Feedback* workbooklet is designed to enhance the capabilities of the T&D professional by providing feedback from trainees. It is a checklist rating of specific activities intended to give the professional a critical look at his or her talents and important development needs. 47 pages total for both publications. Sold as a set. \$6.00 ASTD members; \$8.50 non-members. \$1.20 shipping.



Training and Development Handbook

Widely recognized as the most comprehensive reference book in the training and development field, this important second edition is a greatly expanded version of the original *Handbook*, published a decade earlier. It features the work of 59 leading authorities. Forty-five of the 47 chapters contain new material; the remaining two have been updated. The result is a practical and reliable reference source for the body of knowledge in the complex and challenging world of human resource development. Edited by Robert L. Craig. 866 pages. \$27.50 ASTD members; \$34.50 non-members; \$1.35 shipping. Sponsored by ASTD and published by McGraw-Hill.



Assessment Supplement to T&D Handbook

The *Assessment Supplement* contains hundreds of challenging questions which bring a new dimension to the *Training and Development Handbook's* usefulness — by letting you test your knowledge of the 47 content areas presented. The *Handbook* has long been recognized as the primary source book of the training and development profession . . . and now through the *Supplement*, you can match wits with the authors in a self-study exercise which will be both enjoyable and challenging. 82 pages. Automatic free distribution to ASTD members; \$7.50 non-members; \$4.40 shipping. Sponsored by ASTD and published by McGraw-Hill.



Professional Guide to Successful Meetings

Coleman Finkel has responded to thousands of queries from those charged with responsibilities for company and association meetings. From these questions he has sifted those whose answers provide the most help and direction. In this book he tells the reader what pitfalls to avoid in planning conferences and how to make them successful. The author was for 10 years with American Management Associations involved in designing programs. Currently he is president of the National Conference Center in New Jersey. 182 pages. \$11.95 ASTD members; \$15.00 non-members; \$1.35 shipping. Published by SM Book.



Test Construction for Training Evaluation

The refinement of testing procedures in recent years has led to widespread use of testing devices in business and industrial training programs. This book offers practical procedures for selecting good test items, constructing different types of tests, using the tests to greatest benefit, administering the tests, and evaluating test results. All information is presented from the viewpoint of the training staff with guidelines that are immediately relevant and easy to implement. Charles C. Denova clearly shows that the test is a valuable tool in personnel training and development and that effective testing can be of special value to a business enterprise. 144 pages. \$12.00 ASTD members; \$14.95 non-members; \$1.00 shipping.



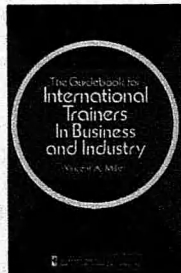
Practical Video

This is a book written for every type of video user . . . whether you're an institutional TV producer or director or engineer . . . whether you work in a school, college, bank, manufacturing company or hospital . . . whether you've got a staff of assistants, or the whole department consists of you. It contains the accumulated experience of hundreds of video producers. 207 pages. \$14.35 ASTD members; \$17.95 non-members; \$1.00 shipping. Published by Knowledge Industry Publications.



The Guidebook for International Trainers in Business and Industry.

To help meet the growing need for skilled manpower in business and industry, this authoritative book provides practical guidelines for international or minority training. Vincent A. Miller examines the training function, its limitations and alternatives, and the factors that generate a need for training. He outlines a complete strategy for starting a training program in a developing country, with procedures for setting up administrative arrangements and establishing objectives. 256 pages. \$12.00 ASTD members; \$14.95 non-members; \$1.20 shipping.



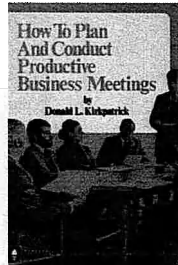
A Checklist for Technical, Skills and Other Training

This carefully compiled checklist contains some 700 items covering every facet of training. These are organized in a logical, easy-to-use sequence, under precisely defined section headings. A qualitative rating scoreboard and a section for the user's remarks are provided for each item. Pre-tested and tediously edited, this latest version of "The Checklist" provides the beginning and the experienced instructor with a practical, basic, step-by-step procedures guide. 94 pages. \$7.75 ASTD members; \$10.00 non-members; \$.60 shipping.



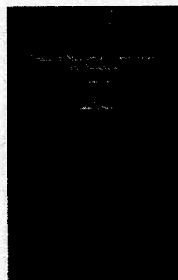
How to Plan and Conduct Productive Business Meetings

An invaluable manual for those who conduct meetings in business, industry, government, the military, schools, churches, volunteer organizations. . . . Covers such topics as: When Is A Meeting Necessary? When Is A Meeting Productive? The Cost of Nonproductive Meetings — and Some Simple Solutions; How to Coordinate Or "Chair" A Meeting; How To Conduct Brainstorming Meetings; How To Conduct Problem-Solving Meetings, Special Tips On How To Conduct In-House Instructional Meetings; Practical Tips from Trained and Experienced Meeting Leaders; Case Study from Wisconsin Telephone Co.; An Instructional Meeting on Leading Group Meetings; Audiovisual Equipment — A List of Sources; Murphy's Law at Meetings; Small-Group Skills for Trainers. 327 pages. \$47.50 ASTD members; \$59.50 non-members; \$2.75 shipping. Published by Dartnell.



Trends in Management Development and Education: An Economic Study

This report covers one of the fastest growing segments of the education and training field: management education conducted or paid for by companies and government agencies. More than \$1.2 billion is being spent annually by organizations which have determined that development, or lack of it, for their managers is the key to future growth or stagnation. Chapters analyze the size and breakdown of these expenditures, typical company budgets, case histories at firms like GE, IBM and Western Electric, the market for suppliers of training courses, films, books and materials, the market for university-conducted courses, current instructional methods and future growth. The study will be of prime interest to company training and personnel executives, to librarians and educators, to outside consultants, suppliers, publishers and producers. 192 pages. \$19.95 ASTD members; \$24.95 non-members; \$8.85 shipping. Published by Knowledge Industry Publications.



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HOW TO HANDLE CONSTRUCTIVE DISCIPLINE

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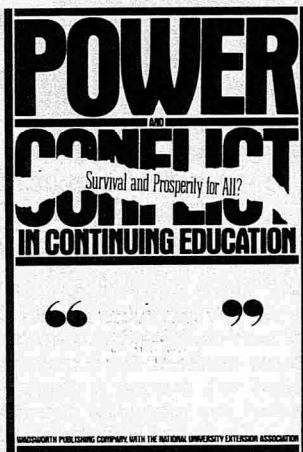
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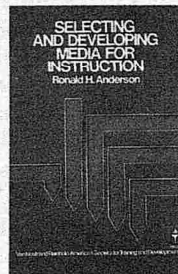
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Selecting and Developing Media for Instruction

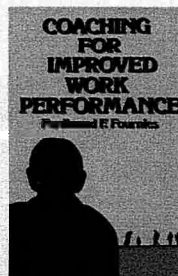
For "how-to" help in using modern instructional technology, consult this book. It is the first practical guide to choosing, preparing and testing lesson media. Written in non-technical language, it shows you how to coordinate media development with course objectives and budget. Clear, systematic techniques are provided for selecting the best medium for a specific instructional purpose. You'll see how to analyze media characteristics, determine instructional goals, and relate media characteristics to lesson content.

The guide is full of handy checklists and rules of thumb for developing instructional programs, along with convenient charts that show at a glance the entire selection process. Covering still and motion visuals, and audio and printed materials, it gives you the advantages and disadvantages of each medium, legibility guidelines for visuals, suggested script formats, and information on classroom seating and lens focal length. 138 pages. \$12.75 ASTD members; \$15.95 non-members; \$.85 shipping. Copublished with **Van Nostrand Reinhold**.



Coaching for Improved Work Performance

With this book managers at all levels can use specific, face-to-face coaching procedures with their subordinates to obtain immediate positive results and eliminate workers' self-destructive behavior. These practical techniques show managers how to get employees to stop doing what they should not be doing and to start doing what they should be doing. The author identifies popular but ineffective management concepts, explains why they are ineffective, and in each instance offers alternative usable theories based on solid research. These highly relevant and practical concepts are translated directly into working techniques. Coaching methods for handling some common problems are demonstrated in dialogue. 214 pages. \$11.75 ASTD members; \$13.95 non-members; \$1.00 shipping. Published by **Van Nostrand Reinhold**.



The ASTD Research Series

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Studies in Training and Development

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A Guide for Career Development Inquiry

Paper No. 2: This succinct, authoritative guide — edited by Walter D. Storey — opens with working definitions of commonly used career development terms... then carries the reader through the steps involved in building a career development program and tracking its effectiveness. 48 pages. \$6.00 ASTD members; \$7.50 non-members; \$.40 shipping.



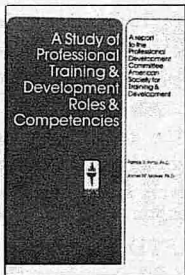
Determining the Payoff of Management Training

Paper No. 3: Twenty-five authorities from a wide variety of major organizations contributed to this extensive work, edited by Richard O. Peterson. Together, their presentations and comments provide a clear picture of the state-of-the-art of management training evaluation — what it is and what it could be. 384 pages. \$11.95 ASTD members; \$14.95 non-members; \$.85 shipping.



A Study of Professional Training and Development Roles and Competencies

The final report of the contractor on the ASTD Professional Development Committee research project, "What Do Training and Development Professionals Really Do?" The report includes demographic and competency data gathered by survey of the ASTD membership. Based on thorough factor analysis, the contractor categorizes the activities of the training and development function into 14 "competency clusters." This project is the most significant research to date about the roles and competencies of training and development practitioners. The report will be useful as background for individual professional development and for those who develop trainer training programs. 118 pages. \$6.95 ASTD members; \$9.00 non-members; \$.60 shipping.



Directory of Management Education Programs

Everyone in your organization turns to you for specific, reliable information and recommendations on management training programs. AMA's Directory of Management Education Programs is your one-stop source of accurate, up-to-date information on nearly 2,000 regularly scheduled, non-credit programs run by nearly 600 academic and non-academic organizations. It's all here — program curriculum . . . admission requirements . . . participant profiles . . . teaching methods . . . costs . . . and the names of the persons

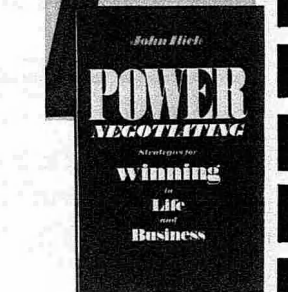
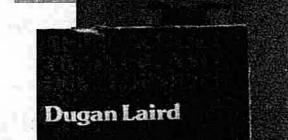
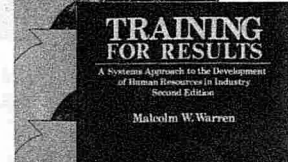
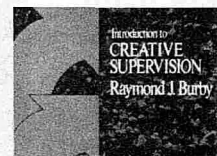


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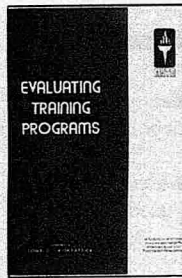


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A 313-page book of 63 articles and special material compiled by Dr. Donald Kirkpatrick. The articles describe a wide variety of ideas and approaches to evaluating training efforts and provide an extensive reference resource on this essential training function. Part 1: *Techniques for Evaluating Training*; Part 2: *Articles on Reaction to Training*; Part 3: *Articles on Learning*; Part 4: *Articles on Behavior Change*; Part 5: *General Articles on Evaluation*; Part 6: *Author and Subject Index*. \$9.95 ASTD members; \$16.00 non-members; \$.85 shipping.



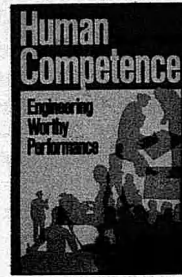
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How to get the most from your training and development investment is the concern of *Management Braining*. Through a well-illustrated case situation and companion in-depth discussion, this down-to-earth book is crammed with ideas on how to get the most from every T&D dollar. A \$1 million T&D cost for a \$20 million-a-year corporation is not unusual. 179 pages. \$7.50 ASTD members; \$15.00 non-members; \$.85 shipping.



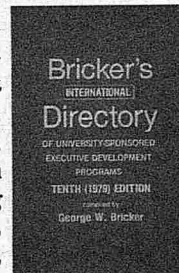
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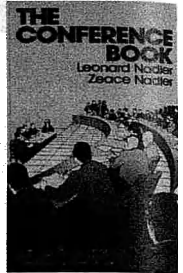
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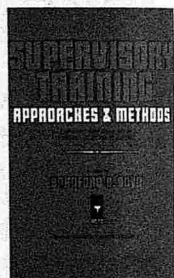
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