

New Training Tools

Manpower Development Game

"Instruction" is designed to help managers become more effective trainers. Game provides managers with a better understanding of how people learn and it will help them organize and structure a training program. Price \$6.75. Education Research, P.O. Box 4205, Warren, NJ 07060

"Profit"

Full-color, animated employee orientation film. Available for three-day preview at \$10; one week rental at \$25; or purchase at \$150. A comic book explanation of the need and definition of profit is also available. Stephen Bosustow Productions, 2058 Pacific Coast Highway, Malibu, CA 90265

TA Program

"How To Use Transactional Analysis Concepts" is designed to teach and to expand on the fundamentals of TA. Compiled by Ronald H.T. Owston. Affective House, Box 95, Union, MI 49130

Home Study Management Course

"Supervisory Management" is designed for the employee who wants to become a first-line supervisor. Course includes filmstrips, cassettes and lesson books. Advanced Schools, Inc., Dept. JS, 5900 Northwest Highway, Chicago, IL 60631

"The Art of Dictation"

Cassette/workbook training package written by Standard Oil Co. Cassette instruction consists of guides followed by dramatized examples of good and bad dictation. Price \$12.95. Business and Professional Division, Addison-Wesley Publishing Co., Inc., Reading, MA 01867

Sales Force Simulation

Computer simulation of the field sales force, designed to train sales executives to be aware of complicated interrelations within the sales force viewed as a communications systems, and of the effects of sales managers' decisions upon corporate profits. Using firms can insert their actual statistics into the model, or use data on hypothetical companies already in the computer. Porter Henry & Co., Inc., 103 Park Avenue, New York, NY 10017

"Sales Meetings That Sell"

Text by Merrill H. Gerstner and Thomas J. Deegan, Jr. Price \$10 — AMA members \$8.50. American Management Association, AMA Building, 135 West 50 Street, New York, NY 10020

Supervisor's Text

What Every Supervisor Should Know by Lester R. Bittle. Price \$11.95. McGraw-Hill Book Co., 1221 Avenue of the Americas, New York NY 10020

Shorthand Text-Course

Quickhand presents an approach that eliminates three quarters of the special abbreviations students have to learn. Designed as a short course, thirty hours of instruction are involved. Employee Development Systems, 2445 Lyttonsville Road, Silver Spring, MD 20910

Management Film

"How To Fail In Management Without Really Trying" is a film package including: 16mm, 32 min. color film; 16 page leader's guide; 10 case study book. Three-day preview at \$20 / One-week rental at \$75 / Purchase price \$395. Salenger Educational Media, 1635 Twelfth St., Santa Monica, CA 90404

Leadership Text

Handbook of Leadership represents four decades of leadership research summarized into a single volume by Ralph M. Stogdill. Price \$19.95. The Free Press, 866 Third Ave., New York, NY 10022

Closed Circuit TV Manual

The Executive's Guide to Closed Circuit Television tells business persons how closed circuit television can help them save money in their operations. Obtain free copy by writing, Publications Dept., GBC Closed Circuit TV Corp., 74 Fifth Ave., New York, NY 10011

Cassettes on Selling

"Is Your Territory Saturated?" is a 22-minute cassette tape on what to do when a major customer withdraws his business. Subscribers to the series receive a tape a month, each one dealing with a new and different aspect of selling techniques. For information contact: Sally Tasca, BBP Customer Service, Department 1-A, Code SBT, 24 Rope Ferry Rd., Waterford, CT 06385

Video Synthesizer

This synthesizer animates graphics, titles, cartoons and still photos. It creates special effects and alters film and television images to serve functional purposes in presentations. Price \$8,500. MPCS Communication Industries, Inc., 424 West 49th St., New York, NY 10019

Desk Top Copier

A compact new copying machine which proofs a full 17" x 24" newspaper page. Copystar A-2 can reproduce three dimensional objects as well as paste-ups. Mita Copystar America, Inc., 158 River Rd., Clifton, NJ 07014

Metric Pencil/Pen Holder

This pencil/pen holder converts length, area, weight, volume and temperature from metric to U.S. Price \$4.95. Metric-ventor, Dept. 89, 2222 Arbor Blvd., Dayton, Ohio 45439

Public Speaking Aid

Power Speaking That Gets Results by Glenn "Tiger" Ellison. (237 pp. / \$7.95) Parker Publishing Co., Inc., West Nyack, NY 10994

A/V Program

"How To Design and Produce Self-Instructional Programs" takes the user step-by-step through the process of creating instructional materials in this format. Includes 11 sound pages, a 34-page workbook and a series of exercises. 3M Company, Dept. VP3-45, P.O. Box 33686, St. Paul, MN 55101

Effective Management Text

What to Do and What Not to Do to Make Life Easier for Yourself at Work by Al Kelly shows how to release time and energy to achieve results. Price \$8.95. McGraw-Hill Book Co., 1221 Avenue of the Americas, New York, NY 10020

Super 8 Handbook

This new book by George D. Glenn and Charles B. Scholz is designed for all serious photography enthusiasts who want to learn how to make high-quality movies in the Super-8 medium. (240 pp. / \$4.95) Howard W. Sams & Co., Inc., 4300 W. 62nd St., P.O. Box 558, Indianapolis, IN 46206

The Language of Banking

Six units of self-instructional materials designed to present basic banking concepts and terminology to new employees. Price is \$17.50 per set with quantity discounts available. Effective Learning Inc., 7 North MacQuesten Parkway, Mount Vernon, NY 10550

Mini-Financial Calculator

Complex financial calculations performed in 10 seconds with the aid of this 9-ounce, pocket-sized electronic calculator (HP-80) Hewlett-Packard, Advanced Products Division, 19310-19320 Pruneridge Ave., Cupertino, CA 95014

Low-Profile Projectors

"Moviedeck" projectors feature low-profile styling, automatic film threading and rewinding with some models featuring built-in viewing screens, slow motion and fast forward-instant rerun scene selection. Eastman Kodak Co., 343 State St., Rochester, NY 14650

Effective Management Program

Designed to aid managers in planning the work of individuals so that the work each performs is essential and contributes to the accomplishment of the company's business plans. Complete package \$24.95. General Electric Co., Training and Education Programs, Bldg. 23, Rm. 288, Schenectady, NY 12345

Slide Presentation Pamphlet

"Better Slide Presentations Through Color" offers information on the use of color in slide presentations. Free. Photo Communications Corp., Dept. A, 222 Old York Road, Jenkintown, PA 19046

Speaker Aids Catalog

This full-color catalog offers a comprehensive line of speaker aids for making meetings, sessions and speeches more interesting and productive. Free. Oravizual Co., Inc., Box 11150, Dept. R-25, St. Petersburg, FL 33733

A/V Catalog

Luxor Media Libraries includes a listing of 400 audio-visual products that can prove necessary in A/V training areas. 48pp. Available from the Jack C. Coffey Co., Inc., 104 Lake View Ave., Waukegan, IL 60085

Energy Abstracts

Monthly information publication dealing solely with the energy field. Available as either complete coverage or classified, and arranged in five subsets. Also available in computer-processable magnetic tape format. Engineering Index, Inc., 345 East 47th St., New York, NY 10017

EEO/Supervisor Text

The Supervisor's Role in Affirmative Action and Equal Employment Opportunity by L.J. Gordon. \$2. L.J. Gordon Associates, P.O. Box 395, Urbana, IL 61801

Supervision/Motivation Film

"The Supervisor - Motivating Through Insight" is a 12 min., color/sound film offering basic instruction in employee motivation. Available in super-8mm cartridge & videocassette. National Educational Media, Inc., 15250 Ventura Blvd., Sherman Oaks, CA 91403

Executive Recruiting Text

How To Evaluate, Select and Work With Executive Recruiters (51 pp. / \$15) by Roger K. Williams is directed at executives responsible for hiring other middle and upper level executives. Cohner Books, 89 Franklin St., Boston, MA 02110

A/V Storage Cabinets

A new line of three-drawer stacking units of high-impact styrene for storing cassettes and filmstrips is now available from the H. Wilson Corp., 555 W. Taft Drive, South Holland, IL 60473

"Women's Studies Newsletter"

Published quarterly. Subscriptions are \$5 for individuals and \$10 for institutions. The Feminist Press, Box 334, Old Westbury, NY 11568

English Usage Dictionary

Encyclopedic Dictionary of English Usage by Nathan H. Mager and Sylvia K. Mager. Contains over 15,000 entries giving meaning, spelling and pronunciation of practically all of the most difficult words in the English language. (324 pp. / \$9.95) Prentice-Hall, Inc., Englewood Cliffs, NJ 07632