

Product Information

If you would like more information on any product listed in "New Training Tools," circle the corresponding number on the Reader Service Card at the back of the magazine and drop it in the mail. The manufacturer will send the information you need directly to you.

If you would like to telephone the manufacturer, you will find phone numbers on the RSVP page. But please be sure to say that you read about the product in the *Journal*!

Fast Fax Fix

Fast Fax Feedback is a new service that provides an expert "final read" for important letters, memos, reports, proposals, resumes, ads, press releases, and other business documents.

FFF, the brainchild of Gary Blake at The Communication Workshop in New York City, can help anyone who writes and has access to a fax machine. Fast Fax can fix grammatical errors, misspellings, punctuation mistakes, convoluted sentences, and too-long paragraphs. According to Blake, it can also make any written material more persuasive, more powerful, or just more interesting.

On average, editing and commentary on a single page of faxed text runs \$40 to \$60. For more information about subscribing, contact **The Communication Workshop**, New York, New York.

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Balancing Act

Great Performance Inc. has three new video/print training packages that focus on health care, eldercare, and balancing work with family life.

"Achieving Balance: How To Handle the Stress of Work and Family Life" and "Eldercare: How To Help Your Aging Parents" address two of the most pressing stress-related

issues facing employers today.

"Peace of Mind: How To Use the Mental Health Care System" teaches participants how to be informed consumers of mental health. This program provides a support tool for employee assistance, counseling, and managed health-care professionals.

Each program includes a 15-minute video, a companion participant guidebook, and a trainer's manual. Packages sell for \$395 each.

To preview the videos or for more information, contact **Great Performance Inc.**, Portland, Oregon.

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Chip With a Heart

A new chip—developed in a joint venture between Ricoh Company Ltd., Tokyo, and International Chip Corporation—promises to eliminate



the need for software to run expert systems on personal computers and workstations, making them faster and easier to customize.

With the new REX chip, functions that take a minute or more on an IBM-compatible with a software-driven expert system can take as little as two to three seconds on the same computer.

The chip's inferencing mechanism—the expert system's heart—resides in the chip itself rather than in the software, as with traditional systems. The chips are housed in co-processor boards designed to fit expansion slots on a wide variety of existing computers and workstations.

"Rule Compiler" software, an available option, provides custom application rule-development support. Easy-to-follow prompts permit people with limited computer experience to program intelligent data-

processing applications, ranging from the highly technical to the everyday. The REX board-based system can help monitor the operations of a nuclear power plant or can help supermarket chains to recommend weekly menus to shoppers according to their tastes and dietary needs.

The REX board, used with "Rule Compiler," stores knowledge as a series of "if x, then y" statements, or rules. Each board has a memory capacity of more than 10,000 customized rules. The chip processes these rules at a rate of up to 1.7 million per second.

This system-customization procedure allows experts in a given field to develop and regularly update their own tailor-made systems without the help of trained engineers or computer programmers, in effect turning existing PCs into expert-system developing and processing tools.

Samples of the REX board, at \$1,500 per unit, are available now. Contact **Ricoh Corporation**, West Caldwell, New Jersey.

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Lite Tools

Just for fun... Day Runner organizers are celebrating spring with three new covers. The popular Pocket Planner and some newer products such as the Memo Slimline System will be wearing wardrobes of Neon, Marlin, Flora, and Brush.

Neon comes in glossy, glowing colors such as hot pink and tangerine. Marlin has an embossed texture, and Flora and Brush are two impressionistic patterns of pastels on white or black. It's not just an organizer; it's a fashion statement.

For more information on prices and availability, contact **Day Runner**, Culver City, California. Also available at retail stores everywhere.

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Competing Through Quality

"Competing Through Quality," a complete executive-development program for senior managers, has been released as part of the Harvard Business School Video Series.

The program, featuring David Garvin, a Harvard Business School professor and author of *Managing Quality*, demonstrates how strategic quality management can improve profitability and market share. Senior managers discover how to define strategic quality management; determine where their companies stand in terms of quality; establish action steps; and use quality tools and methods, such as functional benchmarking, adopted by other corporations.

Using real-life examples of problems and solutions, Garvin outlines five principles of strategic quality management:

- defining quality from the customer's point of view;
- linking quality with profitability;

- viewing quality as a competitive weapon;
- building quality into the strategic planning process;
- creating an organization-wide commitment to quality.

The program is divided into six segments that can be viewed at one or several sittings by groups of executives or general managers. The videos come with five viewer guides, *Harvard Business Review* articles, and a facilitator's guide. The printed materials are designed to help managers translate concepts presented in the videos into custom-tailored quality programs. They also provide information on how to set a quality planning agenda, develop quality goals, and implement organization-wide initiatives.

"Competing through Quality," which includes two videocassettes and all the printed materials, is available in VHS and Beta, and is priced at \$2,000. A 30-minute highlight preview tape is available for \$50, which can be applied toward the purchase price of the

complete program.

To order, contact **Nathan/Tyler**, Boston, Massachusetts. For additional information, contact **Harvard Business School**, Boston, Massachusetts.

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I'll Be Red. You Be Green

Sales Earning Group has a new board game, "Money in the Bank." Designed for business, the game is a practical self-training vehicle that reinforces employees' knowledge, communicates sales and service objectives, and motivates sales teams. It can also be fun.

Using colored Parcheesi-like tokens, each player or team selects one of four paths to the "Boardroom." Question and Answer cards are customized by the player at each path, allowing concentration on different product lines, topics, or levels of difficulty. Easily updated, "Money in the Bank" can be

NEW VIDEO!



Nancy J. Friedman

INTERNAL CUSTOMER SERVICE

from THE TELEPHONE "DOCTOR"[®]

"WE ARE CUSTOMERS TO EACH OTHER"

Most everyone is aware of the importance of providing good service to clients, customers and the public. But why is there a distinction between internal and external customer service? Shouldn't the data processing department treat the accounting department the same way customer service treats your best customers? This is the premise for—"We are Customers to Each Other."

This dynamic new training video increases the level of service inside the walls of your organization by showing the importance of internal customer service. The Telephone "Doctor"[®] asks, "If good service doesn't start within the organization, how can we expect it to get out of the organization?"

This program fully complements existing customer service training videos you're already using. Perfect for industry, government, health care, education, etc.

Rent this 9 minute program for 3 days . . .

ONLY \$49⁰⁰ Includes Leader's Guide

Purchase Price is only \$295⁰⁰ (Yes, Rental Applies to Purchase!)



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used for product-knowledge training, enhancing and reinforcing sales training, introducing new products or operational procedures, customer service training, and promoting product benefits.

"Money in the Bank" costs \$125.

For more information, contact **Sales Earnings Group Inc.**, Greenlawn, New York.
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Some Good Books

Here are four practical guidebooks to add to your personal library.

Inquiring presenters want to know

Desktop Presentations, by Margaret Cole and Sylvia Odenwald, is a new guidebook for anyone who makes presentations. Written specifically for the business presenter who needs help sifting through all the current offerings of software and hardware, the guide provides an easy-to-read overview and clear ex-

planations of comparative features in different systems.

Chapters cover such subjects as how to plan a presentation; an introduction to design; Macintosh and MS-DOS software for overhead transparencies, slides, and graphs; and electronic presentations, including liquid crystal displays and video-projection devices.

Designed to be useful to both experienced presenters and novices, the book also has a lot of visual examples, a glossary, and listings of desktop presentation packages, business graphics programs, and drawing programs.

Desktop Presentations is a 198-page paperback and sells for \$24.95. For more information, contact **Amacom Books**, New York, New York.

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For all the answers

Supervisor's Portable Answer Book, by George Fuller, tackles specific people problems supervisors face on the job.

The pocket-sized handbook is written in a question-and-answer format that presents familiar situations in question form and then offers alternative solutions as answers. Focusing primarily on people-handling skills, the paperback provides quick help for tough day-to-day supervisory problems, such as how to deal with difficult employees, dish out discipline diplomatically, keep workers motivated, and develop a positive rapport with other supervisors.

The *Supervisor's Portable Answer Book* is a 336-page paperback and costs \$14.95. For more information, contact **Prentice Hall**, Englewood Cliffs, New Jersey.
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Two for one

Running a One-Person Business presents the idea that business can be a lifestyle and a statement of who you are and what you value. The paperback is also a comprehensive guide to forming the unique one-person enterprises that are a

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rapidly growing part of our economy, including small businesses run from people's homes.

Put Work in Its Place: How To Redesign Your Job To Fit Your Life leads you step-by-step through a process of self-discovery in relation to your work. In this paperback, you'll learn how to think creatively about work, evaluate the benefits of new work options, assess your need for time versus money, get more "living space" into your weekly routine, and deal with the implications of changing your work schedule.

The books are \$12.95 each. For more information, contact **The New Careers Center**, Boulder, Colorado.
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ASTD Trainer's Toolkit Series

The ASTD Information Center has introduced its new series, ASTD

Trainer's Toolkit, which is designed to provide HRD practitioners with working documents developed and used by their colleagues. Each Toolkit in the series is devoted to one topic in the field and contains sample documents or instruments from various organizations and industries, a collection of article reprints from *Training & Development Journal*, and a bibliography of additional resources for further exploration.

The first Toolkit focuses on needs-assessment instruments. It contains 16 different needs-assessment instruments and processes from organizations such as Honeywell, Eli Lilly & Co., the Tennessee Valley Authority, Chase Manhattan Bank, and Noxell Corporation. The kit's samples reflect current practices at the companies, and each contributor has provided background information on the use of each needs-assessment instrument. Also included are seven reprints from *Journal* articles on different aspects of needs assess-

ment and analysis, and a list of additional resources.

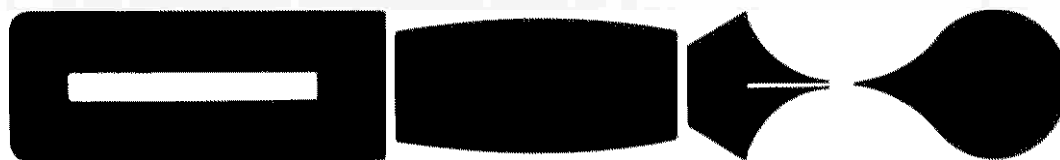
ASTD relies on the participation of its members to contribute their documents or instruments for use in the Toolkits. Three additional titles for the series are planned for 1990: Job Descriptions in HRD, HRD Department Mission Statements and Organizational Charts, and Tuition Assistance Policies. If you want to contribute, please contact Edith Allen at ASTD.

The cost for each Toolkit is \$39 for ASTD members and \$59 for nonmembers. For more information about the ASTD Trainer's Toolkit Series, contact **ASTD**, Alexandria, Virginia.

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"New Training Tools" is compiled and written by Haldee Allerton. Send items of interest to Tools, Training & Development Journal, 1630 Duke Street, Box 1443, Alexandria, VA 22313.

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