

NEW TRAINING TOOLS

VIDEO PROGRAM SOURCE GUIDE

More than 175 sources of prerecorded video programs which can be traded, rented and purchased are listed in the 3rd edition of the *Video Programs/Index*. Detailed information about each source includes complete name, address, telephone number, video formats and subject categories. Price \$3 from **Video Programs/Index**.

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

HOSPITAL TRAINING

Hospitalwide Education and Training presents the findings and recommendations of a unique five-year demonstration project designed to clarify the role and organizational structure of employee education and training in health-care institutions. \$8 per copy. **Hospital Research and Educational Trust**.

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SELF-CONTAINED LEARNING SYSTEM

The "Sony Model ER-96" audio-cassette recorder is a self-contained learning system that offers listen, record and compare functions. User can listen to prerecorded master track, record own response on the student track, and then use the balance control to hear master or student for comparison. Includes headset and microphone. **Educational Electronics of California, Inc.**

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



RETAIL SALES FILM

"Can You Help Me?" is a 21-min. sales training film designed specifically to help retail salespeople serve customers better and to obtain more sales. Presents the most effective selling techniques used by major retail stores. Available in 16mm and 3/4" video cassette formats at purchase, preview and rental prices from **American Media, Inc.**

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

"UNBLOCKING YOUR ORGANIZATION"

This revised and expanded edition of *People at Work: A Practical Guide to Organizational Change* by Mike Woodcock and Dave Francis is filled with activities to help organizations become more effective. Behavioral-science ideas are presented in a workbook format that provides managers with any easy way to introduce and apply these techniques in their organizations. 254 pps./\$11.50. **University Associates, Inc.**

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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.

INTRODUCTORY SUPERVISION

Supervision: An Introduction to Business Management by Steven Shapiro focuses on the knowledge and skills necessary to gain an entry-level, first-line management position. Pays special attention to the unique problems, challenges and success requirements of the first-line supervisor. 320 pp./\$12.95. **Fairchild Publications**.

For more information, circle No. 100 on reader service card

"DEALING WITH PEOPLE"

With this new training film program, your people can learn the basic skills of good customer service. They'll learn that effective customer service is effective only when the customer thinks it is! They will learn that job satisfaction is an important by-product of giving good service. Purchase, rental and preview prices available from **Salenger Educational Media**.

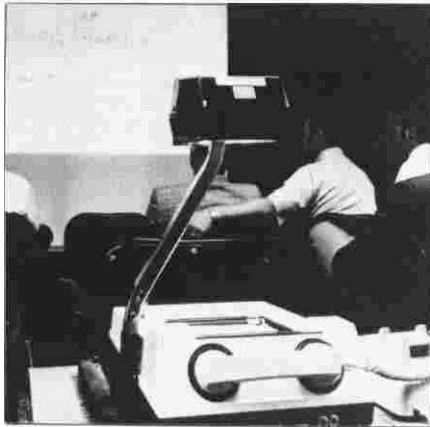
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MULTI-PURPOSE DISSOLVE

The STAR Dissolve allows remote manual cuing for live sales or training presentations, plus fully automated operation from preprogrammed audio tape for the most advanced multi-image productions. Features continuous dissolve, soft cut, animation, forward and reverse, and complete independent lamp control. Available in two or three projector models from **Clear Light Productions, Inc.**

For more information, circle No. 111 on reader service card



TELESCREEN SYSTEM

Designed for teleconferences and educational telecommunications networks, the "Telescreen System" provides real-time, interactive audio-graphics over any telephone. Projects enlarged image of the remote graphics on wall or screen for group viewing with simultaneous, interactive voice communication to bridge the gap between remotely located individuals and groups.

Talos Systems, Inc.

For more information, circle No. 104
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VIDEO PRODUCTS PAMPHLET

Sony has prepared a compact, 40-page pamphlet covering the company's complete range of video products for business, government and other institutional users. Free copies available upon request.

Sony Corp.

For more information, circle No. 112
on reader service card

"SAFETY AND THE SUPERVISOR"

This 22 min./color film illustrates that an accident will soon occur if supervisors bow to pressure to meet delivery dates or production schedules. Illustrates numerous examples of potential safety hazards. Available at purchase, preview and rental prices from **BNA Communications, Inc.**

For more information, circle No. 108
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WRITING SKILLS LAB

The "Writing Skills Diagnosis Lab" is a one-day, consultant-led program based on the principle that adults, when given the means to evaluate their performance, will improve their performance. Uses test and learning contract instruments. Designed for in-house groups of up to 25 people. **Industrial Writing & Communications Consultants, Ltd.**

For more information, circle No. 102
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"SECRETS OF SUPERVISION"

This new ready-reference booklet is loaded with specific suggestions and hints for anticipating and preventing problems that occur in supervising employees. Covers motivation, delegation, controlling situations, time management, etc. 24 pps./softcover/\$1.50. Discount prices for bulk orders. **National Safety Council.**

For more information, circle No. 106
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SPEECH CONTROL

A portable compressor/expander is now available which weighs 4.3 pounds and operates on 12V power for in-car use, in addition to standard AC current. The "A7 Speech Controller" uses standard cassettes for both recording and playback and features a built-in, condenser microphone, hand-held microphone and remote on/off switch, three-digit tape counter, pause control, cue/review system, and earphone jack. \$295.00.

Variable Speech Control Co.

For more information, circle No. 113
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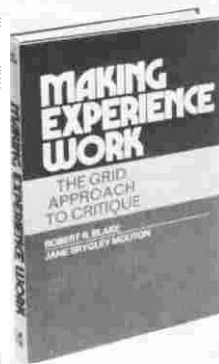
SLIDE PROJECTOR

A new 35mm slide/sound projector with program stop capabilities has been introduced. With the program stop feature, the Fairchild Synchro-Slide 35 projector reacts to 150 hz. programmed pause signals, stopping the unit in sync. The program continues with a press of the restart button. Either 80 or 140 slide carousel trays can be used with the projector, and it accepts standard 2x2 slides, including super slides.

Fairchild Camera and Instrument Corporation.

For more information, circle No. 114
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You'll never stop
learning to learn.



Making Experience Work

The Grid™
Approach
to Critique

By Robert R. Blake
and Jane Srygley Mouton

With the help of this book by a famed consultancy team, you can significantly improve the one skill essential to every manager or administrator—learning from experience.

Here you will discover how to use "critique," an effective process for systematic study and diagnosis of any given work situation, whereby you evaluate past actions and plan better ways for the next time.

Not to be confused with trial-and-error learning, "critique" is an analytic method with deliberate techniques . . .

- **Prototypes and pilot projects.** You'll see how to test the feasibility of a project, identify sound features, and correct problems before plugging into the real thing.
- **Simulation.** You learn from experience before you go through it.
- **Zero-base budgeting.** You'll examine past programs and employ your resources where they'll do the most good in the future.
- **Psychodrama.** You have a sure way of identifying personal problems and solving them.
- **Inspection.** You'll apply a quick fact-finding mechanism to make certain that your new, higher standards of performance are being met.

Above all, you will find countless applications and gain new perspectives—in union problems, new product failure, project management, the technological race, and other complex areas. With the help of this book, you'll never stop "learning to learn" for the rest of your career. And almost every problem you confront will turn out to be hiding unsuspected opportunities.

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