

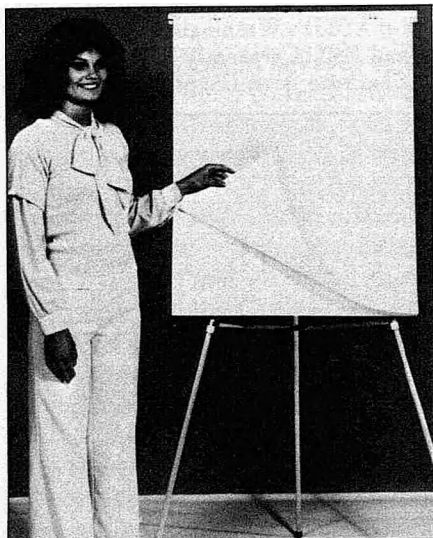
NEW TRAINING TOOLS



1978 FILM CATALOG

The "1978 Business and Management Film Catalog" just released by National Educational Media. Details films designed to add impact to corporate management, business and sales-training programs through dramatizations of real-life situations. Free. **National Educational Media, Inc.**

For more information, circle No. 339 on reader service card



MULTI-PURPOSE EASEL

The "1060 M Easel Set" includes: a 29"x36" erasable markerboard, eight assorted colors of markers, eraser, an easel bar that holds a standard flip chart pad, and a 66" aluminum easel that telescopes to 37 1/2" for table-top use. **Ghent Mfg., Inc.**

For more information, circle No. 341 on reader service card

SALES TRAINING

The "Hot Button" Salesmanship Training Program, now available in video-cassette format, is designed to help you train your sales personnel individually or in groups. Program focuses on: developing a sales personality; creative selling; the approach, demonstration and close; sales strategies; and much more. Purchase entire set of 10 video cassettes or individual titles. **Lacy Sales Institute, Inc.**

For more information, circle No. 335 on reader service card

GROUP FACILITATORS HANDBOOK

The 1977 Annual Handbook for Group Facilitators is designed as a practical collection of materials for group leaders. Contains structured experiences for a variety of group learning situations, instruments, lecturates, theory and practice papers, resources, bibliographies and book reviews. Loose-leaf notebook, hardbound and paperback formats. **University Associates.**

For more information, circle No. 336 on reader service card

SPEAKER'S AID

Speakers On the Spot: A Treasury of Anecdotes for Coping with Sticky Situations by Edgar Bernhard offers speakers more than 250 quick anecdotes for making sure the audience is "on their side" at all times. 207 pp./\$9.95. **Parker Publishing Co., Inc.**

For more information, circle No. 342 on reader service card

ASSERTIVENESS TRAINING

Talking Straight: Assertion Without Aggression by Ronald B. Adler does more than simply define communication problems and describe desirable ways of behaving; it also outlines the steps necessary to become effective at self-expression. Includes case studies, exercises, check lists, graphs and other teaching and learning aids. 320 pp./\$12.95. **Holt, Rinehart & Winston.**

For more information, circle No. 338 on reader service card

"MANAGEMENT PRINCIPLES & PRACTICE"

This new guide to information sources, edited by K.G.B. Bakewell, covers major reference books and articles making a special contribution to the management field. This bibliography also cites organizational films and other audio-visual materials. 519 pp./\$18. **Gale Research Co.**

For more information, circle No. 340 on reader service card



OVERHEAD PROJECTOR

The "Centurian 2000" overhead projector features: advanced modular styling; one-year warranty, engineered focusing system to insure sharp image quality, color-correction wheel and an ENX lamp rated at 75 hours. Optional accessories include: transparency kit, two-way writing-roll attachment, slide tray and dust cover. Free brochure available. **H. Wilson Corp.**

For more information, circle No. 343 on reader service card

SLIDE PROJECTOR WITH SOUND

The "Cinemasound 3000" features a Kodak Ektagraphic slide projector with a built-in cassette sound/sync system that allows you to synchronize color slides with a sound track for automatic instant replay. Guaranteed to never go out of sync. Weighs 19 lbs. and will fit under any airplane seat. **Creator, Inc.**

For more information, circle No. 344 on reader service card

TRAINING IMPACT

Training managers charged with upgrading skills for hundreds of employees in perhaps dozens of locations will find ways to spread themselves wide without spreading themselves thin in a new pamphlet, "How to Multiply the Impact of the Training Function." When and how to bring trainees together for maximum effect, and how to use telephone contact for motivation and supervision, are also discussed. Available free from **John Wiley & Sons, Inc.**

For more information, circle No. 349 on reader service card

TRAINING PROGRAM DIRECTORY

The *Directory of Management Education Programs* contains basic information and contacts on more than 1,000 training programs. Each entry provides information about objectives, content, length, location, costs, faculty, admission requirements, instructional methods, participant profiles, etc. Covers management-education programs in the United States, Canada and Europe. **American Management Assns.**

For more information, circle No. 354 on reader service card

DETERMINING NEEDS

The "Objective Judgment Quotient" is a tool designed to assist in appraising overall and individual training and development needs in both large and small organizations. Specially developed to generate EEO defensible decisions. Generates individualized and summary reports, profiles, and statistical information. Free information. **Wyvern Research Associates, Inc.**

For more information, circle No. 351 on reader service card

PERSONNEL RECRUITING

Successful Personnel Recruiting and Selection by Erwin S. Stanton presents a step-by-step approach to recruiting, screening, interviewing and hiring — within EEO and affirmative action guidelines. 224 pp./\$14.95. **AMACOM.**

For more information, circle No. 345 on reader service card



SOUND/FILMSTRIP PROJECTOR

The "Filmosound" Projector Model 767, a new sound/filmstrip projector for training use in industry, education or government, utilizes the 35mm filmstrip medium and a compact audio cassette. Can be used for individual or group instruction. **Bell & Howell.**

For more information, circle No. 337 on reader service card



PORTABLE PROJECTION SYSTEM

The "Roadshow" slide/sound projection system is engineered for complete portability, designed as a traveling case that protect screen, slides and controls for travel and storage. The unit features a built-in 10 $\frac{1}{4}$ "x10 $\frac{1}{4}$ " screen, and also converts to front projection for large audiences. Includes a Kodak Ektagraphic projector with both 80 and 140-slide capacity, as well as a cassette player. **Technicolor A/V Systems.**

For more information, circle No. 347 on reader service card

BUSINESS

INFORMATION SOURCES

The third edition of "Encyclopedia of Business Information Sources," edited by Paul Wasserman, contains a detailed listing of primary subjects of interest to managerial personnel, including a record of sourcebooks, periodicals, organizations, directories, handbooks, bibliographies and other sources of information on each topic (1,280 specific subjects). 667 pp./\$42. **Gale Research Co.**

For more information, circle No. 355 on reader service card

EDUCATIONAL RESOURCES

The Northwest Regional Educational Laboratory has announced the availability of their "1977-78 Products & Services Catalog." Nine sections include educational products and services available in Adult Education, Bicultural Education, Career Education, Communication Skills, Computer Technology, Evaluation, Assessment & Research, Instructional Improvement, Management and Organizational Improvement, and Reading and Language Development. **Northwest Regional Educational Laboratory.**

For more information, circle No. 352 on reader service card

MANAGING COMPLEXITY

by James C. Stephens

A completely revised edition of an unusually insightful book. Ethical issues in the age of technology are emphasized. One reviewer says:

The dominant themes in this book are cooperation, communication, and esprit de corps. . . It's a winner. —

Dr. Lyman R. Fink,
Group Vice President,
Singer Company (retired);
formerly Vice President,
Atomic Energy,
General Electric Company.

James C. Stephens, *MANAGING COMPLEXITY: WORK, TECHNOLOGY, RESOURCES, AND HUMAN RELATIONS*. Revised edition. 1977. 331 pp. Index. \$16.50. ISBN 0-912338-13X.

LOMOND PUBLICATIONS, INC.
P.O. Box 56D, Mt. Airy, MD 21771

Circle No. 370 on Reader Service Card

TREEO: Training In Equal Employment Opportunity

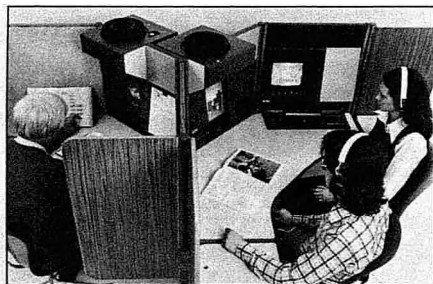
St. Pierre Associates



VIDEO TRAINING SYSTEM

The "ABC 200" is a student-operated video teaching system that offers the appeal of color television linked with interactive/response-type training. This system will play the video lesson, pause, instruct the student to select a multiple-choice response, and then branch to support the selected response. Offers one-on-one instruction advantages based on the student's own ability. **Video Systems Network, Inc.**

For more information, circle No. 353 on reader service card



STUDY CARREL

The "LEM Study Carrel" is an individual self-contained study booth that allows the student to study and learn independently at his or her own pace. Composed of compact, modular units housing A/V equipment for private, independent or small-group study. Video display panels are available for 9" and 12" TV sets, or monitors alone, or with video-cassette players. **Synsor Corp.**

For more information, circle No. 350 on reader service card

TASK SURVEY MANUAL

Performance Content for Job Training is a five-volume procedural manual to accomplish task surveys for use in: curriculum planning and development; establishing job relatedness of existing training content; and establishing valid performance content of jobs. Authored by Harry L. Ammerman. \$23.50 for five-volume set, or priced individually. **The Center for Vocational Education.**

For more information, circle No. 348 on reader service card

TREEO: Training In Equal Employment Opportunity is a self-contained multimedia training program designed to meet the needs of businesses and organizations looking to protect themselves from legal dilemmas of current equal employment opportunity (Title VII) laws and requirements.

In a dictionary approach, 59 of the most commonly used and misunderstood EEO terms are simply defined and examined. Five categories covered include: *Areas of Discrimination, Labor Relations, Federal Contracts, EEO Laws and Litigation Subjects.*

This new program has been developed by St. Pierre Associates to meet your EEO objectives in several areas: as a complete training program for new managers; as a test or refresher for existing managers; as an update and reference guide in your current EEO training; or to supplement management development and employee orientation programs.

A slide/tape combination presents an overview of the EEO terms and concepts. This presentation (17 minutes) utilizes 59 color 35mm slides that can be

used in the suggested order or mixed to suit your specific needs. Also included is a professionally recorded audio cassette, synchronized to the slides.

The "TREEO Manual" is a 160-page EEO training and reference source, with built-in cassette and slide storage areas. Index tabs divide sections for quick reference. Included in the manual are:

- *Cross-referenced indexes* providing multiple training alternatives as well as a bibliography.

- *Pre and posttests:* TREEO's 74 question "EEO Awareness" test measures knowledge before and after training.

- *EEO Term Definitions:* Each of the 59 EEO terms are defined in detail.

- *Exercises:* Case studies, discussion questions, role-play situations and other exercises help interpret complicated EEO concepts.

The total TREEO package is available for less than \$500. A five-day preview/rental is also available for \$45. For additional information, please contact: **St. Pierre Associates, 1237 Seventh St., Suite 107, Santa Monica, CA 90401. Telephone 213/394-1177.**

