

Careers

and How to Prepare for Them



Business English
Lower Level Learners
Alternative Education
Effective Telephoning
Business Communications
Career CDs & Videos

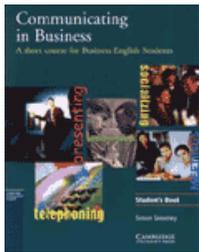
Caswell & Caswell

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Communication Skills



Communicating in Business

A Short Course for Business English Students

Simon Sweeney

Written in North American English, this text is for learners at the **inter-**

mediate level and above who need to focus on improving their skills in the key areas of business communication: taking part in meetings, telephoning, negotiating, presenting, and socializing.

- ◆ The modular approach allows flexibility.
- ◆ The course is short: Each of the 15 course units provides about three hours of classroom time.
- ◆ There is a strong emphasis on listening and speaking.
- ◆ Authentic reading passages introduce the theme of each unit.
- ◆ Each unit has a "Language and Skills" checklist to provide a useful reference.
- ◆ The course can be used for test preparation.

774950CA	Student's Book	\$21.00
774942CA	Teacher's Edition	\$21.00
774934CA	Cassettes (2)	\$41.00
774926CA	Audio CDs (2)	\$41.00

Business Roles 1 and 2 Simulations for Business English

John Crowther-Alwyn

These two resource books of simulations enable ESL/EFL students to participate in lively discussions on a variety of business topics while improving their fluency. They offer a range of authentic situations, set in both manufacturing and service organizations as well as in international locations.



469538CA	Book 1	\$39.00
648491CA	Book 2	\$39.00

Company to Company, Third Edition

Andrew Littlejohn

The third edition of this highly successful and well-regarded title brings the content up to date by including recent developments in written business communication such as the use of faxes. In addition, the design and overall appearance of the book has been greatly improved by increasing the size of the book and by providing more realistic examples of correspondence for users to work with. The essential structure of the book remains the same. The "Study Sections" present and practice the language of business correspondence, while the "Activity Sections" provide opportunities for students to practice writing to each other in groups and to be involved in realistic decision-making discussions.



654122CA	Student's Book	\$19.00
654114CA	Teacher's Book	\$20.00

Business English Frameworks

Paul Emmerson, *Advanced*

Business English Frameworks is a new addition to the highly successful Cambridge Copy Collection series.

This photocopiable resource book is for teachers of Business English to use with students who need English for professional purposes. The book covers a wide variety of business topics and contains 60 photocopiable frameworks which can be used in groups, pairs, or in a one-to-one teaching situation. The frameworks provide learners with the opportunity to talk about their own work situation in a structured way. The book contains clear and comprehensive teaching notes to enable teachers to exploit the material in a variety of teaching situations. The book features:

- a wide variety of business topics.
- genuinely learner-centred activities.
- clear and helpful teaching notes.

Contents

MANAGEMENT

1. Organization structure
2. What do managers do?
3. Resources
4. Customer needs
5. Improving customer relations
6. Managing change
7. Company strategy
8. Entrepreneurs and SMEs
9. Problems, problems
10. Personal management qualities
11. The international manager
12. Business ethics: a case study

SALES AND MARKETING

13. SWOT analysis
14. Market research
15. Product R&D/design
16. Product description
17. Marketing strategy
18. Limits to marketing
19. Marketing budget
20. Marketing mix: one product

FINANCE AND ACCOUNTING

21. Income statement
22. Balance sheet
23. Managing cashflow
24. Company analysis
25. Investment advice

PRODUCTION & OPERATIONS

26. Production process
 27. Operations growth
 28. Quality management
 29. Logistics and transport
- #### HUMAN RESOURCES
30. Pay and promotion
 31. Job satisfaction
 32. Recruitment and selection
 33. Training and team-building
 34. Legal obligations
- #### INTERNATIONAL TRADE
35. Trade and government policy

36. Importing
37. Exporting

ECONOMIC AND POLITICAL CONTEXT

38. Manufacturing location
39. Globalization
40. Social responsibility
41. The changing workforce
42. The future of work

INFORMATION TECHNOLOGY

43. IT management

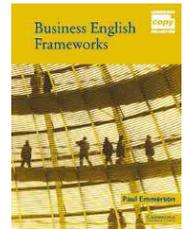
E-commerce

44. E-commerce
 45. Website management
- #### CULTURAL AWARENESS
46. Cultural "do's and don'ts"
 47. Cultural values
 48. Building relationships

RECENT BUSINESS NEWS

49. Recent business news

004551CA	Spiral Bound	\$41.00
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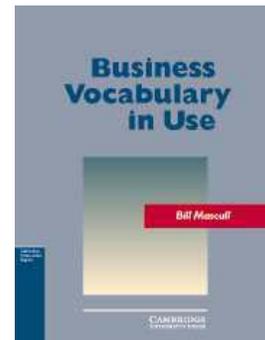


Communication Skills

Business Vocabulary in Use

Bill Mascull

Business Vocabulary in Use, is a new addition to the best-selling *English Vocabulary in Use* series aimed specifically at **intermediate** level learners of business English. Primarily designed as a self-study reference and practice book, it can also be used for classroom work. The book covers a huge range of business topics including Jobs, People and Organisations, Production, Marketing, Finance and the Economy and Business Culture. Learners will develop essential business communication skills, focussing on the language used for Meetings, Negotiations and Presentations. Features: • 66 easy-to-use units: vocabulary items are presented and explained on left-hand pages with a range of practice exercises on right-hand pages. • Presents and explains new words in context and shows learners how to use them • Covers a huge range of business topics • Contains a comprehensive, learner-friendly answer key • Four colour illustrations and photographs.



Contents

Part I. Jobs, People and Organisations:

1. Work and jobs
2. Ways of working
3. Recruitment and selection
4. Skills and qualifications
5. Pay and benefits
6. People and workplaces
7. The career ladder
8. Problems at work
9. Managers, executives and directors
10. Businesspeople and business leaders
11. Organisations 1
12. Organisations 2

Part II. Production:

13. Manufacturing and services
14. The development process
15. Innovation and invention
16. Making things
17. Materials and suppliers
18. Business philosophies

Part III. Marketing:

19. Buyers, sellers and the market
20. Markets and competitors
21. Marketing and the market orientation
22. Products and brands
23. Price
24. Place

25. Promotion and packaging

26. The Internet and e-commerce

Part IV. Money:

27. Sales and costs
28. Profitability and unprofitability
29. getting paid
30. Assets, liabilities and the balance sheet
31. The bottom line
32. Share capital and debt
33. Success and failure
34. Mergers, takeovers and sell-offs

Part V. Finance and the Economy:

35. Personal finance
36. Financial centres
37. Trading
38. Indicators 1
39. Indicators 2

Part VI. Doing the Right Thing:

40. Wrongdoing and corruption
41. Ethics

Part VII. Personal Skills:

42. Time and time management
43. Leadership and management styles
44. Leadership and management styles

Part VIII. Culture:

45. Business across cultures 1

46. Business across cultures 2

47. Business across cultures 3

Part IX. Telephone, Fax and Email:

48. Telephoning 1: Phones and numbers
49. Telephoning 2: Getting through
50. Telephoning 3: Messages
51. Telephoning 4: Arrangements
52. Faxes
53. Emails

Part X. Business Skills:

54. Meetings 1: Types of meeting
55. Meetings 2: the Chair
56. Meetings 4: Discussion and argument
58. Meetings 5: Agreement and disagreement
59. Presentations 1: preparation and introduction
60. Presentations 2: the main part
61. Presentations 3: closing and questions
62. Negotiations 1: situations and negotiators
63. Negotiations 2: preparing
64. Negotiations 3: win-win
65. Negotiations 4: difficulties
66. Negotiations 5: reaching agreement.

775299CA

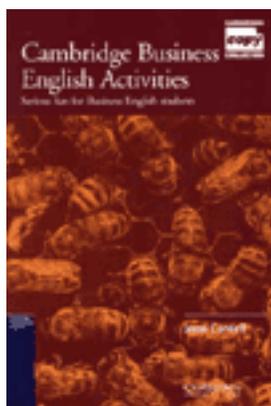
Paperback

\$19.00

Cambridge Business English Activities

Jane Cordell, *Beginning to Intermediate*

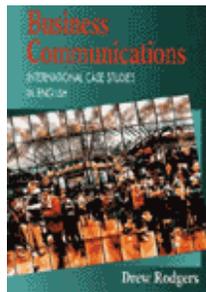
This text is a photocopiable ideas and resource book of games and activities for students of Business English. It offers a variety of pair and group activities to practice the most common functions and language of business, from socializing and eating out to negotiating and marketing.



587344CA

Book

\$39.00



Business Communications International Case Studies in English

Drew Rodgers, *High Beginning*
Concise, current, and practical for international business students in today's global economy, **Business Communications**

uses the case study method to develop students' general communication and vocabulary skills as well as international business acumen. The text also focuses on information-gathering, problem-solving, and decision-making activities, and includes information on business writing, telephone calls, and electronic communication.

657512CA

Student's Book

\$21.00

657504CA

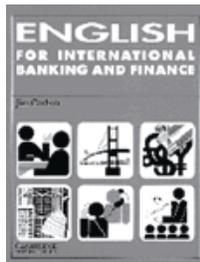
Teacher Manual

\$ 6.50

Communication Skills

English for International Banking and Finance

Jim Corbett, Low-Intermediate
English for International Banking and Finance provides oral skills development through discussion, role play and work related activities such as giving presentations, recorded material based on transcripts of native and non-native speaker exchanges, a variety of authentic text types e.g. telexes, letters, memos, and newspaper articles, and a core of specialist vocabulary. The *teacher's/self-study* guide includes background information for nonspecialist teachers.



319994CA	Student's Book	\$20.00
320003CA	Teacher's Book	\$21.00
266777CA	Cassette	\$23.00



Essential Telephoning in English

Barbara Garside, Tony Garside
Essential Telephoning in English

is a short course in telephoning skills short for **pre-intermediate to intermediate** learners of Business English. It is designed for use in the classroom but is also suitable for self-study. Using **Essential Telephoning in English** will help adult learners gain confidence in using the telephone in English and develop the four skills, with particular emphasis on Listening and Speaking. The course consists of twelve core units and three consolidation units covering a wide range of skills which include Answering the phone; Beginning and ending a call; Messages; Dealing with problems; Making appointments and Dealing with information. The three Consolidation units allow the student to check their progress. The Teacher's book provides comprehensive teaching notes to accompany the course.

783887CA	Paperback	\$19.00
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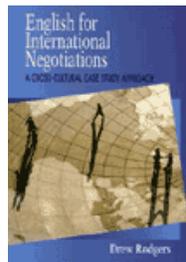


Decisionmaker 14 Business Situations for Analysis and Discussion

David Evans, Low-Intermediate
Decisionmaker is designed to improve fluency. The book contains 14 challenging business problems that engage students in discussion and decision making. Each problem

suggests a number of equally viable solutions, providing a natural springboard for debate. The situations are suitable for students with or without business experience.

448050CA	Paperback	\$39.00
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English for International Negotiations

A Cross-Cultural Case Study Approach

Drew Rodgers, Intermediate

This book, built around the case study method, covers a wide variety of negotiation situations in over 20 countries around the world. It addresses such issues as factors that influence success/failure, the need for a common language at the negotiation table, and cultural sensitivity.

657490CA	Student's Book	\$21.00
657482CA	Teacher Manual	\$ 6.50

English in Medicine, 2nd Edition

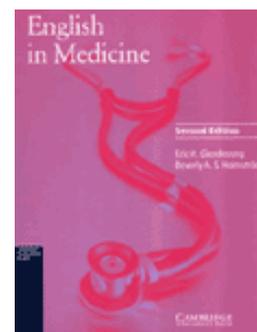
Eric H. Glendinning, Beverly Holmström, High Intermediate

This book is for doctors, medical students in the clinical phase of their studies, and other medical professionals who have to use English to communicate with patients and colleagues.

It primarily aims to develop speaking and listening skills, but also focuses on reading skills, in particular the use of reference materials and journal articles. Practice is also given in writing referral letters and a range of medical documents.

The second edition has been revised to take account of the latest developments in medicine.

595703CA	Student's Book	\$21.00
59569XCA	Cassette	\$23.00
595681CA	Audio CD	\$23.00

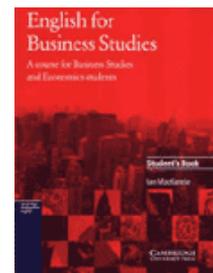


English for Business Studies

Ian MacKenzie, intermediate

English for Business Studies is a course for students who need to be able to understand and talk about key business and economic concepts. The *Student's Book* contains 28 units and covers a full range of business and economic issues, including Work and Motivation, Production, Marketing, Banking, Business Ethics, Exchange Rates, and International Trade. The *Audio Cassettes* and *Audio CDs* contain authentic interviews with experts talking about their fields of business or economics.

483530CA	Student's Book	\$20.00
483522CA	Teacher's Book	\$22.00
483514CA	Cassettes (2)	\$41.00
587034CA	Audio CDs (2)	\$41.00



Communication Skills

Quick Work A Short Course in Business English

Vicki Hollett

Low-Intermediate

Quick Work is a short course in Business English that focuses on the practical need of the student. Speaking and listening skills are developed through a task-based approach. Practical activities are used throughout. Grammar and language work are integrated into each section. Students will find it easy to relate the tasks to their own work situation, and to draw on their own professional knowledge, experience, and expertise to communicate more effectively.

The *Teacher's Resource Book* provides ideas for alternative tasks and photocopiable materials. The *Workbook* offers exercises for reinforcement, a *Grammar Reference Guide* and an *Answer Key*. The *Cassette* presents all of the listening activities with a full tapescript included in the *Student Book*.

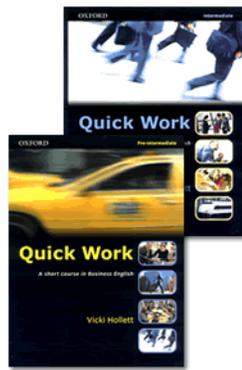
Quick Work

Pre-Intermediate

457292-7	Student Book	\$15.95
457293-5	Teacher's Res Bk	\$ 9.95
457294-3	Workbook	\$ 6.95
457295-1	Cassette	\$17.50
457212-9	CD	\$21.95

Intermediate

457296-X	Student Book	\$15.95
457297-8	Teacher's Res Bk	\$ 9.95
457298-6	Workbook	\$ 6.95
457299-4	Cassette	\$17.50
457359-1	CD	\$21.95



Words at Work Vocabulary Development for Business English

David Horner, Peter Strutt

Words at Work is for students who want to increase their vocabulary in order to use English more effectively in their working lives. The 17 topic-based units cover a wide variety of

business themes. The *Audio Cassette* and *Audio CDs* contain listening and pronunciation activities. **Words at Work** can be used either for self-study or with a group. **Intermediate.**

438721CA	Student's Book	\$19.00
43873XCA	Cassette	\$23.00
585341CA	CDs (2)	\$41.00

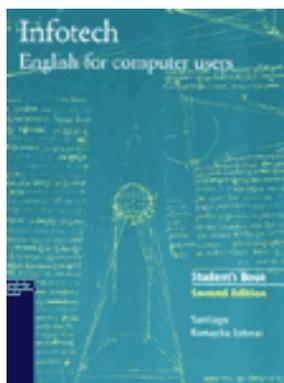
Welcome!

English for the Travel and Tourism Industry

Leo Jones, High Int. to Advanced

This course for people working or planning to work in the tourism industry contains fifty 90-minute lessons grouped into ten thematic modules, covering such topics as dealing with inquiries, making reservations, and handling complaints. The course develops all four skills as students carry out realistic and engaging communicative tasks.

479002CA	Student's Book	\$16.00
479010CA	Teacher's Book	\$16.00
479029CA	Cassettes (2)	\$41.00
626617CA	Audio CDs (2)	\$41.00



Infotech English for Computer Users, 2nd Ed.

Santiago Remacha Esteras

Infotech is a comprehensive intermediate course for students who need to be able to understand and use the English of the computer industry for study and work. Each of the 30 units develops

all four skills and covers a different aspect of information technology, from Operating Systems to Input/Output Devices for the Disabled.

The second edition brings this highly successful course up to date.

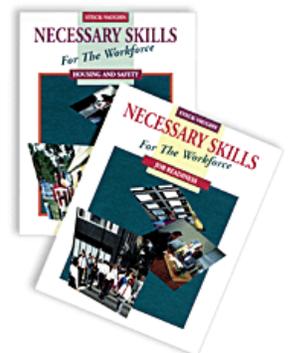
657202CA	Student's Book	\$20.00
657199CA	Teacher's Book	\$21.00
657180CA	Audio Cassette	\$23.00
657172CA	Audio CD	\$23.00

Necessary Skills for the Workforce

2 book softcover series

Adult Learners gain confidence as they practice with the forms they are likely to encounter in applying for a job, renting a home, and other essential activities. Bound-in answer key. 128 pages.

63829SV	Housing and Safety	\$13.00
63810SV	Job Readiness	\$13.00



Communication Skills Videos



Further Ahead A Communication Skills Course for Business English

Sarah Jones-Macziola with Greg White

Getting Ahead and **Further Ahead** make up an integrated,

general Business English course for the learner at the **elementary and lower-intermediate** levels.

They focus on the day-to-day communicative needs of adults, have a clear grammatical progression, and present a systematic approach to vocabulary building. They are suitable for students preparing for work as well as those who are already employed.

Each level provides a core 50-hour course that can be supplemented by the four review units, the *Home Study Book*, and extra activities in the *Teacher's Guide*.

The *Video* contains four freestanding documentaries specially filmed for **intermediate** level Business English learners. It is sold with a Teacher's Guide with photocopiable tasks for learners plus ideas on how to use the material and key. Sequence 1 'Welcome to Prince' focuses on the American sports goods manufacturer. It introduces viewers to the company, examines product design and focuses on dealing with customers. Sequence 2 'The Delivery' is about a French supermarket seafood order to a British company. It focuses on ordering, phoning, transportation, quality control and food retailing. Sequence 3 'At Leapfrog' looks at how a qualitative market research company, Leapfrog, can help a large chocolate manufacturer, Mars, in coming to a decision about whether to change a brand name or not. Sequence 4 'The Solar Way' filmed in BP Solar in Sydney this shows in simple terms how the technology works and what its applications are.

531721CA	Stud. Bk w/CD-ROM	\$ 23.00
597838CA	Home Study Book	\$ 15.00
597846CA	Teacher's Guide	\$ 19.00
597854CA	Learner's Book Cass	\$ 23.00
63928XCA	Learner's Book CD	\$ 23.00
59782XCA	Home Study Cass	\$ 23.00
639298CA	Home Study CD	\$ 23.00
587778CA	Video w/TG	\$120.00
626455CA	Video AB	\$ 13.00

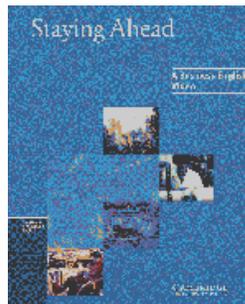
Getting Ahead, 2nd Edition

Sarah Jones-Macziola, Greg White
Getting Ahead and **Further Ahead** make up an integrated, general Business English course for the learner at the **beginning and lower-intermediate** levels.

They focus on the day-to-day communicative needs of adults, have a clear grammatical progression, and present a systematic approach to vocabulary building. They are suitable for students preparing for work as well as those who are already employed.

Each level provides a core 50-hour course that can be supplemented by the four review units, the *Home Study Book*, and extra activities in the *Teacher's Guide*.

654076CA	Learner's Book	\$20.00
65405XCA	Home Study Book	\$15.00
654068CA	Teacher's Guide	\$19.00
654017CA	Learner's Book Cass	\$23.00
654025CA	Learner's Book CD	\$23.00
654041CA	Home Study Book Cass	\$23.00
654033CA	Home Study Book CD	\$23.00



Staying Ahead Video

Andrew Bampfield, Sarah Jones-Macziola, Greg White
Staying Ahead is a video for use with **lower level learners** of Business English. It contains four documentary sequences which have been specially filmed to make sure that they

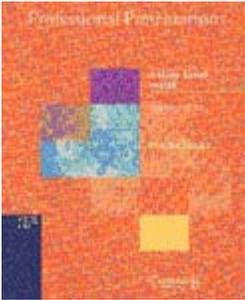
include language at the right level and that they cover the most important topic areas for Business English learners at this level. The four documentary sequences were filmed in the USA, UK, Malaysia and Sweden to give a fully international flavour to the video and to reflect the fact that English is the business *lingua franca*. The video is packaged with an 88 page *Teacher's Guide* containing extensive notes, photocopiable viewing and post-viewing tasks and the transcripts of the sequences. The video can be used on its own as supplementary material or as review of the key themes and language presented in the coursebook **Getting Ahead**.

Contents

Sequence 1 Welcome to Arthur D Little
Sequence 2 Working for Volvo Car Corporation
Sequence 3 At the London Boat Show
Sequence 4 A business trip to Kuala Lumpur

484804CA	Video	\$120.00
578175CA	Activity Book	\$ 13.00

Communication Skills Videos



Professional Presentations

Malcolm Goodale, *Intermediate Professional Presentations* is a flexible teaching package for trainers who need to focus on this important communication skills area with their Business English students. The **Video**

contains three main parts:

- ◆ Six short extracts from two dramatized presentations that provide the model for making a good presentation.
- ◆ A "Bad Dream," a humorous presentation that reviews the points made in the six extracts.
- ◆ An authentic and unscripted product presentation, plus an interview with the presenter on how he prepares his presentations.

The **Video** has a *Teacher's Guide* that contains photocopiable tasks to give to students, training notes, video transcripts, and answers.

596432CA Video w/TG \$125.00

Telephoning in English, 2nd Ed.

B. Jean Naterop, Rod Revell

Telephoning in English is for professionals and trainee professionals in business, commerce, and administration who need to be able to make and receive calls. It can be used in class or for self-study. The course has been revised, updated, and redesigned in color. **Telephoning in English CD-ROM** provides the **intermediate** level learner with a complete course which they can work through on their own to develop their skills in this vital area of business communication. The CD-ROM integrates content taken from the **Telephoning in English Second Edition** book and audio material to create an elegant and easy-to-use package for the self-study learner. Each of the eight units provides extensive listening and speaking practice as well as language reference sections which focus on the key exponents and exercises to practise form and function. The strength of the course lies in its systematic approach and uncomplicated structure. In total it provides about 20 to 25 hours of study.



469856CA	Student's Book	\$ 20.00
469864CA	Cassettes (2)	\$ 41.00
585694CA	CDs (2)	\$ 41.00
598761CA	CD-ROM for Win	\$ 40.00
777275CA	NW CD-ROM (1 site)	\$160.00

Meeting Objectives

Vicki Hollett and Barnaby Newbolt

Low Intermediate

Meeting Objectives is a set of two compilation videos of eight short, amusing sequences designed to cover all the essential language functions encountered by students who need to use English in a business context. The functional element is combined with a strong grammatical element, reinforced by tasks and exercises in the accompanying Activity Book and Video Guide.

458543-3	Video 1	\$114.95
458552-2	Video 2	\$114.95
458563-8	Activity Book	\$ 9.95
458564-6	Video Guide	\$ 4.95

New International Business English

Leo Jones

This updated edition has been redesigned to make it even more accessible and relevant to people who need to use English in their day-to-day work. The existing *New International Business English Teacher's Book, Workbook*, and all audio material can be used with this updated edition.

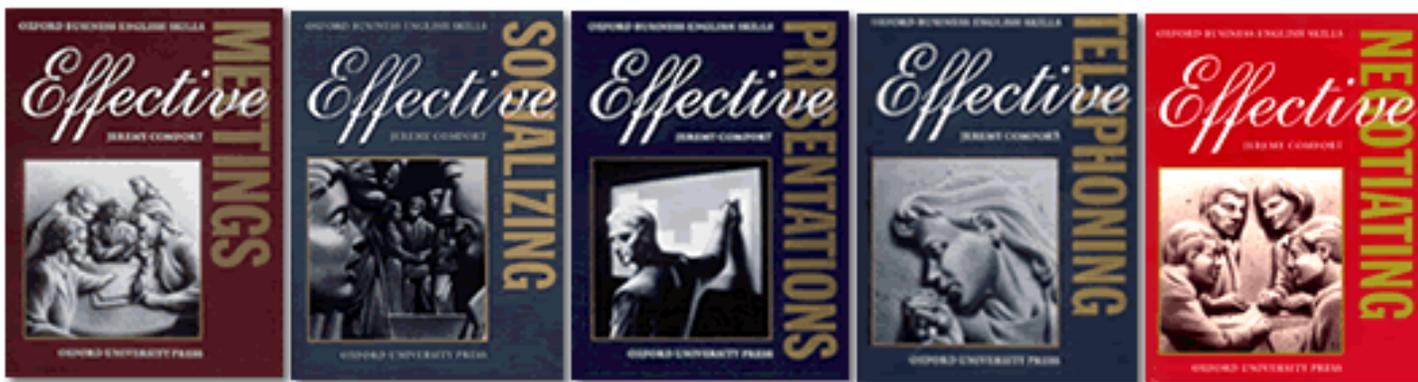


The **New International Business English Video** has been designed to be used with the highly successful course of the same name. The Video contains 12 dramatized sequences and 3 documentary ones. The dramatized sequences take a light and humorous approach to the aspects of communication that most directly affect learners at the **upper-intermediate** level, such as socializing, negotiating and presenting. The 3 documentary sequences focus on company history, organization and products. The Video is sold with a *Teacher's Guide* containing photocopiable activities to give to students, advice on using the Video and the scripts of the sequences which again are photocopiable. Taken together the **Video** and *Teacher's Guide* provides a rich and easy-to-use package that can be used to introduce or review the themes of the 15 units of the **New International Business English** course.

LEVELS Low Intermediate to High Intermediate

774721CA	Student's Book w/ Prep CD	\$ 23.00
774705CA	Workbook	\$ 16.00
774713CA	Teacher's Book	\$ 26.00
774691CA	Student's Book Cass (3)	\$ 56.00
774683CA	Student's Book CDs (3)	\$ 56.00
774675CA	Workbook Cass (2)	\$ 41.00
774667CA	Workbook CDs (2)	\$ 41.00
774438CA	Video (VHS)	\$140.00

Communication Skills Videos



Oxford Business English Skills

York Associates (Jeremy Comfort and Derek Utley)

Intermediate

This series of videos and accompanying texts focuses on key communication skills to help business and professional people perform more effectively. Each video shows how to use communication skills for positive results, while providing examples of what can go wrong when these skills are not applied.

Effective Meetings

Effective Meetings is designed to develop the skills necessary to perform productively in meetings. It provides access to the range of skills necessary for business students to anticipate and deal with the difficulties that arise within the specific context of meetings. It is divided into 8 units, which deal progressively with the key stages of meetings, from preparation to decision-making to follow-up action. Each unit can also be used selectively to give training in specific aspects of chairing or participating in meetings.

The video follows the activities of two companies as they work towards a business deal. It covers a variety of meeting types. The aim is to develop the students' competence and confidence over a range of situations-so that by the end of the course they will be able to participate fully in meetings conducted in English.

Effective Meetings

457090-8	Student Book	\$ 15.95
457091-6	Teacher's Book	\$ 7.50
457092-4	Cassette	\$ 17.50
458923-4	Video	\$114.50

Effective Socializing

Effective Socializing helps students with one of the most challenging areas of communication. Eight self-contained units include practice with introductions, small talk, dealing with awkward situations, giving and reacting to invitations, and keeping the conversation flowing.

The scenarios revolve around a visit to a company and the social situations that are encountered. By the end of the course, students will be more at ease in the social situations they encounter in business.

Effective Socializing

457096-7	Student Book	\$ 15.95
457097-5	Teacher's Book 1	\$ 7.50
457098-3	Cassette	\$ 17.50
459005-4	Video	\$114.50

Effective Negotiating

Effective Negotiating shows different styles of negotiating (formal and informal, positional and co-operative) and demonstrates how both sides can achieve a successful outcome. It covers a range of skills, including active listening, structuring and negotiating, maintaining positive communication and developing self-awareness.

Effective Negotiating

457247-1	Student Book	\$ 15.95
457248-X	Teacher's Book	\$ 7.50
457277-3	Cassette	\$ 17.50
459081-X	Video	\$114.50

Effective Presentations

Winner, the English Speaking Union's Duke of Edinburgh Award

For business students, making a presentation in English can be difficult and demanding. The presenter needs to acquire a range of communication and language skills-plus the confidence to use them-in order to perform effectively.

Effective Presentations is a practical and accessible course specifically designed to provide students with the requisite communication and language skills. It guides the student systematically through the key stages of giving presentations, including planning, delivering introductions and conclusions, and handling questions.

The video contains extracts from four common presentation types. Each unit can also be used separately to focus on a specific area. By the end of the course, the student will be able to make clear, well-organized presentations in front of an audience.

Effective Presentations

457065-7	Student Book	\$ 15.95
457089-4	Teacher's Book	\$ 7.50
457066-5	Cassette	\$ 17.50
458894-7	Video	\$114.50

Effective Telephoning

Conducting a telephone conversation in English is an essential skill for business students. Telephoning can be intimidating, especially when communication problems occur.

Effective Telephoning focuses on the essential communication and language skills that students need in order to use the telephone with confidence and competence. The course consists of 10 units, which take students from preparing a call and getting through to the right person, to closing a call firmly and positively.

The video shows two different companies-one based in the US and the other in the UK-in telephone contact about a forthcoming delegation. This involves conversation between a number of different speakers. Skills covered include preparing and structuring a call, dealing with messages, and leading or responding to situations in the most appropriate way. It also provides strategies for dealing with the technical or communicative problems that may arise. By the end of the course, students will be able to communicate confidently and accurately in English in typical professional situations.

Effective Telephoning

457093-2	Student Book	\$ 15.95
457094-0	Teacher's Book	\$ 7.50
457095-9	Cassette	\$ 17.50
458929-3	Video	\$114.50

Communication Skills Videos



Big Business Pack

Larry Singleton, Ph.D., Wayne Label, Ph.D., Mark Eppli, Ph.D., William Handorf, Ph.D., John McCarty, Ph.D., Barbara Rosenthal, Ph.D., Leo C. Moerson, J.D., and Amy Fine, J.D.

Save Money! The Standard Deviants Big Business Pack includes everything you need to succeed in business. You get 5 tapes at a 20% discount: Business Law, Accounting Parts 1&2, Finance Part 1 and Marketing.

The Standard Deviants Big Business Pack covers all topics from Business Law, Accounting Parts 1&2, Finance Part 1 and Marketing. Running Time: 9 hours, 34 minutes, done in 5-7 minute segments.

980396SD Big Business Pack \$79.99

Business Law

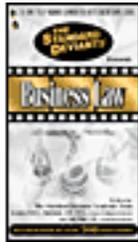
Leo C. Moerson, J.D., C.P.A. & Amy Fine, J.D.

Between state statutes and the U.C.C., business law can be a convoluted subject area. Learn your rights and responsibilities - potentially expensive mistakes can be easily avoided when you know the facts!

The Standard Deviants guide you through the basics using clear, concise language - no legalese! This tape covers our legal system, tort law, contract law and product liability.

The Standard Deviants: Business Law covers: Nature of law, Sources of law, Constitutions, Statutes, Regulations, Common law, Civil law, Preponderance of evidence, Criminal vs. civil law, Intentional torts, Battery, Conversion, Defamation, Truth, Malice, Negligence, Duty, Breach of duty, Actual and proximate cause, Contributory negligence, Comparative negligence, Assumption of risk, Uniform commercial code, Valid contracts, Revocation, Rejection, Counter-offer, Lapse of time, Intervening illegality, Legal detriment, The Peppercorn Theory, Promised gifts, Pre-existing duty, Past consideration, Quasi contract, Promissory estoppel, Substantial performance, Material breach, Anticipatory breach, Undue influence, Impossibility, Statute of Frauds, Compensatory damages, Intended beneficiaries, Contract Theories of Recovery, Express warranty, Implied warranty, Tort Theories of Recovery, Strict liability. Running Time: 2 hours, 20 minutes, done in 5-7 minute segments.

156328SD Business Law \$21.00



Career Enhancement Pack

Land the job of your dreams as you head for the top with our career guidance DVDs. Pack contains four DVDs: Get that Job!, Personal Finance, Public Speaking, and Writing Basics.

984731SD Career Enhancement Pack \$69.99



Marketing

John McCarty, Ph.D. & Barbara Rosenthal, Ph.D.

The Standard Deviants will take you through the management process, where developing and delivering goods and services combine to satisfy customer wants and needs. You will learn all about

distribution channels, mission statements, pricing strategies, targeting, the four P's of marketing and more. This thorough and clever video is sure to make marketing clear, enjoyable - and profitable!

Standard Deviants: Marketing covers: Classification of consumer products, distribution of channels, focus groups, generating sales, horizontal channel conflict, interviews, market share-market growth matrix, marketing objectives, marketing planning, market research & information, mission statements, objectives of promotion, place, positioning, price elasticity, pricing, pricing strategies, product, promotion, promotional mix, reducing channel conflict, segmenting, situation analysis, sources of information, surveys, SWOT, targeting, the four P's of marketing, the market orientation, the marketing concept, the marketing plan, the marketing process, the product life cycle, the product orientation, the selling orientation, tools in the marketing plan. Running Time: 1 hour, 45 minutes, done in 5-7 minute segments.

156484SD Marketing \$21.00

Get That Job! DVD

Bradley Richardson, Tom Kegelman, Marilyn Goldman & Joan Wikstrom

Land the job of your dreams! This DVD contains No-Brainers on Interviewing and No-Brainers on Resumes & Cover Letters. Learn how to prepare for your interview, answer questions with confidence, get the job you want at the salary you want, attention-getting resume formats, sell-yourself techniques to land your dream job, tactful ways to handle the dreaded "salary issue", 6 ways to open a cover letter, the sure-fire 4 paragraph approach, and all the cover letter stuff NOT to do! Running Time: 1 hour, 30 minutes, done in 5-7 minute segments.

98605XSD Get That Job! DVD \$21.00



No-Brainers on Interviewing

Bradley Richardson, Tom Kegelman & Marilyn Goldman

No-Brainers on Interviewing guides you through the interviewing process from preparing for the interview to accepting an offer. This tape includes sections on communicating your message, understanding the interviewer and getting the salary you want.

No-Brainers on Interviewing covers: How to prepare for your interview, answer questions with confidence, get the job you want at the salary you want. Running Time: 45 minutes, done in 5-7 minute segments.

981058SD Interviewing \$21.00



Communication Skills Idioms, Law



Biz Talk-1: American Business Slang and Jargon

Contains over one thousand examples of commonly used American business slang terms and jargon, each with a definition and sample sentence to illustrate proper context.

The ten lessons include:

- ◆General Office Slang (paper-pusher, desk jockey, rat race, etc.).
- ◆Meeting/Negotiation Jargon (to have the floor, to table a discussion, win-win situation, etc.).
- ◆Business Travel Jargon (jet lag, business class, the red-eye, etc.).
- ◆Sports Terms Used in Business (ballpark figure, pinch hit, game plan, etc.).
- and six others.

Special sections examine

- ◆Advertising Slang and Jargon
- ◆Finance Slang and Jargon
- ◆Marketing Jargon.

Also discussed are innocent American gestures that can be misinterpreted as offensive or obscene in other countries. Includes glossary and answer key. 254 pgs, 6" by 9" softcover with illustrations.

94401720P

Book

\$16.95

Biz Talk 2: More American Business Slang and Jargon

Over six hundred terms are covered in ten chapters relating to international trade, politics, management,

computers, and finance. Chapters include:

- ◆General Business Slang and Jargon (all systems are go, in a nutshell, knock-off, etc.).
- ◆International Trade Slang and Jargon (bill of lading, export merchant, customs, etc.).
- ◆Bureaucratse (causal factors, past history, dysfunctional, etc.).
- ◆Managment Slang and Jargon(business plan, downsizing, to reinvent the wheel, etc.).
- and six others.

Word games, context exercises, crossword puzzles, and quizzes test the student's knowledge. Answer key and glossary are included. 300 pgs, 6" by 9" softcover with illustrations.

94401990P

Book

\$16.95

Oxford Dictionary of Business English For Learners of English

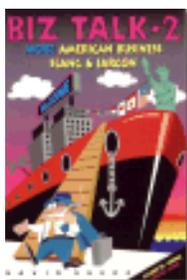
Edited by Allene Tuck, Intermediate-Advanced

This dictionary includes up-to-date vocabulary from the main areas of business: accounting, advertising, banking, computing, international trade, law, management, sales, and the stock exchange. The words and phrases used in meetings and presentations to describe manufacturing processes, distribution systems, and sales performance are also provided.

431440-5

Ox Dict. of Bus English

\$15.95



HOW TO INCORPORATE AND START A BUSINESS IN MICHIGAN

J.W. Dicks

A Simple 6-Part Program covers state and federal requirements. Step-by-step advice for forming a corporation, a partnership, or a sole proprietorship. Myths and realities of the tax and liability advantages of corporations. "S" corporations and other important alternatives. Employment law and payroll tax requirements. Planning starting and running a business.

5903P

\$16.95

MICHIGAN LAW FOR EVERYONE, 5th Edition

Sherry A. Wells, J.D.

Includes a Law Dictionary. Explains in plain American English: Employment, Unemployment, Worker's Comp, Contracts, Starting a Business, Consumer Rights, Small Claims Court, Real Estate and Landlord-Tenant, Criminal and Traffic, Slip and Fall and other injuries, Wills, Trusts, Probate and Guardianships, Family Law: Marriage, Divorce, Children, How to Find, Use and Pay an Attorney, Alternatives to Litigation, With examples of laws and legal forms, Resource numbers and web sites.

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\$24.00

HOW TO MAKE A MICHIGAN WILL, 5th Edition

E Haman & M Wards/ Attorneys at Law

A simple English explanation of the law; Forms and instructions included; Fourteen different will forms; Codicil; Living Will. Easily and legally make your own Michigan Will. Do you know who will get your property if you die without a will? How to make a Michigan Will explains Michigan Law regarding wills and joint property and includes ready-to-use forms. It will show you how to quickly, easily and inexpensively set up the distribution of your estate.

182XSBP

\$16.95

HOW TO FORM YOUR OWN MICHIGAN CORPORATION BEFORE THE INC. DRIES

Phillip G Williams, Ph.D

All forms and instructions necessary to incorporate a new or already existing business in Michigan. Michigan profit corporations; Michigan professional service corporations; Subchapter S corporations; Michigan non-profit corporations; Desaware corporations. How to..... use the corporations as a tax shelter, limit liability, obtain tax-free dividends, receive tax free medical services and health and life insurance benefits, retire with maximum pension benefits.

4072P

\$31.95

Job Search Skills VHS Series

What's the secret to a successful job search? Preparation, determination and attitude are key ingredients to finding a successful job. Participants polish these skills by developing their own resume, filling out job applications, learning ways to show proper attitudes and communication skills and practicing interviewing, just to name a few with this exciting nine-part **award-winning video series**. Each video comes with a teacher's guide, discussion questions and activity packs containing forms with in-depth activities about each topic area. Each is approximately 15-20 minutes in length.

Job Search Skills Video Series (Set of 9) © 2000
ES33507 Set of 9 Videos \$719

Save \$172.00 Buy All 9!



Before Tomorrow Becomes Today

Live-action video encourages proper planning to realistically determine and attain one's life and employment goals. Discusses the types of education and training required for skilled and unskilled jobs. Leads the viewer through planning his/her life and career goals. © 2000. 1 in a series of 9.

ES809 Before Tomorrow VHS \$99



Find the Job World

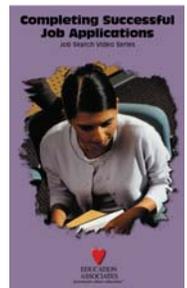
Live action video which discusses the many ways and places to find job openings. Included are eleven different sources for job openings. Emphasis is placed upon telling people about your job search to develop a network. Also stressed are the importance of persistence and quick follow-up during a job search. The four ways to follow-up job leads are discussed including making a personal visit, writing a letter of application, using the telephone and using third party contacts. Helpful hints for making a good impression are discussed for each way. Special emphasis is placed on making a personal visit and being prepared during your job search. © 2000. 2 in a series of 9.



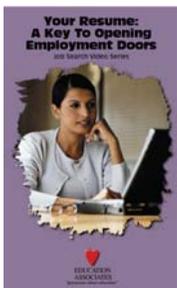
ES3017 Find the Job World VHS \$99

Completing Successful Job Applications

Seventeen minute video that discusses the importance of making a good impression when completing job applications in order to increase one's chances for getting an interview. This video is divided into vignettes in which a group of individuals are learning about job applications and the ways to best complete them. Vignette topics include how and why companies use applications, typical questions asked, responding to open-ended questions, ways to be prepared to make a good impression, following directions, and discriminatory questions. After each vignette, the viewer is prompted to stop the tape and complete the discussion questions and activities provided in the accompanying Teacher's Guide. © 2000. 4 in a series of 9.



ES3008 Completeing Job Apps VHS \$99



Your Resume: A Key to Opening Employment Doors

Video program designed to instruct the viewer on how to develop a basic chronological format resume. The viewer will learn the importance of an accurate, well organized resume in representing oneself to an employer and in opening employment doors. The program follows a young girl developing her first resume. The program stresses the important elements to include as well as additional sections to stress skills and abilities. © 2000. 3 in a series of 9.

ES3004 Your Resume VHS \$99



Interviews That Win Jobs

The interview is the most important phase of the job search process-the time to win or lose the job! This video is designed to increase the viewer's interview skills in order to win a job. This 18 minute video follows a community education class in which people of different ages are preparing for interviews. The video is broken into segments dealing with competencies including being prepared, opening the interview, answering common questions, what employers look for, knowing one's legal rights, ending tips for winning the job, and following up the interview. © 2000. 5 in a series of 9.

ES3009 Interviews-Win Jobs VHS \$99

Job Search Skills VHS Series



Positive Attitudes: Success in Getting a Job

Video program which presents the importance of a positive attitude in getting a job. Viewers are instructed that a positive attitude is communicated through such areas as grooming, preparation, verbal skills and body language. Viewers are

encouraged to assess their own attitudes and how they are communicated as the first steps toward success. This 18 minute video is presented in four segments. After each segment, the tape is to be stopped for questions and class discussion provided in the accompanying Teacher's Guide.

Through observing an employer's interviewing experiences on the video, the class will discover that people are not always prepared to present a positive attitude and the consequences. The class will evaluate the applicants in the scenarios based on an applicant rating system. In addition, group activities and assessment tasks are provided. © 2000. 6 in a series of 9.

ES3001 Positive Attitudes VHS \$99

Good Appearance in the Interview

Video program designed to increase the viewer's awareness of the importance of good grooming and a good appearance during the job interview. Viewers are encouraged to understand that employers often make a first impression that a well groomed, neat appearance signifies a worker who will be conscientious about job performance. This 16 minute video presents tips for good personal hygiene. In addition, also discussed are proper clothing to wear to an interview as well as clothing to avoid wearing to interviews. Also discussed is the fact that care should be taken in developing resumes and completing job applications since they also make an impression based on their appearance. © 2000. 7 in a series of 9.

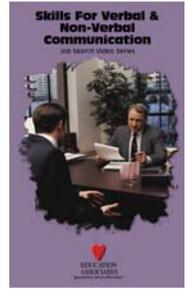
ES3005 Good Appearance VHS \$99



Skills For Verbal & Non-Verbal Communication

Results of recent national surveys show that employers first look for good communication skills when hiring applicants. This video is designed to provide the viewer with a knowledge of the skills needed for effective verbal and non-verbal communication. Very few people will be successful in job interviews without effective verbal communication. This video includes ways and tips for effective verbal skills. In addition, non-verbal communication, such as body language, can be just as important, if not more important, in interviews! Examples of both effective and ineffective body language are presented including the impression that employers receive from them. The video is divided into vignettes with discussion questions and activities provided in the accompanying Teacher's Guide. © 2000. 8 in a series of 9.

ES3011 Skills for Comm. VHS \$99



Writing Your Way Up the Job Ladder



Video designed to provide an awareness of the importance of good written communication skills both in getting and keeping a job. Areas covered include developing resumes, writing letters of application, writing business letters and memos and using effective writing skills. The viewer is encouraged to learn the ways to develop effective written communications that motivate the reader to react favorably to what is written. Also stressed are the importance of being concise, positive, and using good grammar and spelling skills. © 2000. 9 in a series of 9.

ES808 Writing Your Way VHS \$99

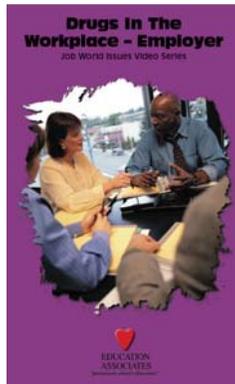


Bronze Plaque

Workplace Issues VHS Series

This five-part video series provides the user with an awareness of the problems of drug use on the job, the symptoms of drug-using employees, and the issue of drug testing. Also includes important problem solving and motivational skills for success on the job. Each live action video is approximately 15-20 minutes in length and includes a Teacher's Guide with discussion questions and activities as well as a pad of Student Activity Worksheets.

Workplace Issues Video Series (set of 5) © 2000
 ES33504 Set of 5 Videos \$419



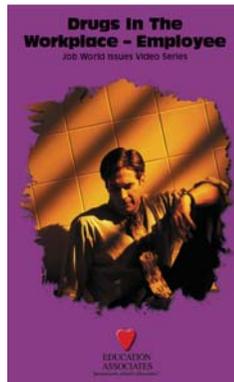
Drugs in the Workplace - Employer

Officials discuss company policies on drug screening and the selection of employees. The importance of drug screening is explained as well as some of the avoidance techniques used by applicants and the leading techniques to detect this. © 2000. 1 in a series of 5.

ES401 Drugs/Workplace Employer \$99

Drugs in the Workplace - Employee

This video discusses the issue of drugs in the workplace and the enormous cost to society. Officials discuss the consequences of drug-using employees, drug testing programs, drug-free workplace policies, safety on the job, and the importance of Employee Assistance Programs. © 2000. 2 in a series of 5.



ES402 Drugs/Workplace Employee \$99



Problem Solving in the Job World

A job retention program for adolescents and young adults who are trying to learn skills necessary to progress in their careers. The skills discussed in this video are designed to encourage improved communication and experience with problem solving and conflict resolution. © 2000. 3 in a

series of 5.
 ES3019 Problem Solving Job World \$99



Values, Decisions, Success

Examines the values needed for success in getting and keeping a job. Values discussed include: dependability, cooperation, loyalty, honesty, initiative, willingness to learn and follow instructions. Shows situations in which the viewer is encouraged to react according to his/her values. © 2000. 4 in a series of 5.

ES805 Values, Decisions, Success \$99

Workplace Motivation

Video stresses the importance of motivation while seeking a job, performing well on the job, and advancing to a better position. Prompts viewer to determine his or her motivational factors and consideration of these factors during job selection. Emphasizes the role of self-motivation in employment success and personal happiness. © 2000. 5 in a series of 5.

ES3012 Workplace Motivation \$99



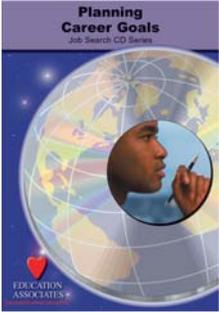
Job Search CD Series

This 9-part CD series provides a comprehensive look into the job search process including planning one's goals, developing resumes and completing job applications, interviewing, and presenting good communication skills. Each CD contains a pre- and post-test, multiple choice questions, interactive self-discovery questions and "learning in action" activities. A diploma is also printed for a passing score on the post test. *System Requirements: Windows 95/98/2000/NT, Pentium 90, 24mb RAM, 640 x 480/16 bit color, 4X CD rom, Internet Explorer 5.0 (setup provided on CD)*

Job Search CD Series (Set of 9) © 2001

ES20220CD	Entire Set (9 CDs)	\$ 799
ES20220CDSL	Site License	\$1599
ES20220CDW	Network	\$2399

- Highlights of the CDs include:**
- ◆ Internet Links
 - ◆ Disk Management Capabilities
 - ◆ Printouts
 - ◆ Tutorials
 - ◆ Graphics
 - ◆ Self Discovery Interactive Questions
 - ◆ Pre- and Post-Tests
 - ◆ Learning in Action Activities



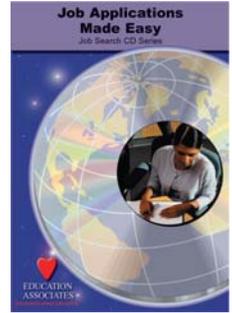
Planning Career Goals

Emphasizes the importance of making life and career decisions. Orients the user to the difference between skilled and unskilled jobs and the various skill requirements of each. Provides the user an opportunity to record the financial requirements needed to meet the desired life-style, the type of job needed and the skills required for that job. Encourages user to assess current skills and abilities. © 2001. 1 of a series of 9.

ES601CD	Planning Career Goals CD	\$98
ES601CDSL	Site License	\$200
ES601CDW	Network	\$300

Job Applications Made Easy

Teaches the techniques of completing an employment application and stresses following directions, being neat, being honest, and organizing information. Emphasizes the importance of answering open-ended questions accurately and concisely. Concludes with the on-screen completion of an application which can be printed for evaluation. © 2001. 4 in a series of 9.



ES603CD	Job Apps Made Easy CD	\$98
ES603CDSL	Site License	\$200
ES603CDW	Network	\$300

Finding Job Opportunities

A comprehensive introduction to time-proven sources for securing job openings. The user is required to make appropriate decisions about ways to find job openings and determining the best method of follow up for specific job leads. Also emphasizes the importance of prompt action in following up a lead. Introduces the user to the job lead card and explains its usefulness in a job search. © 2001. 2 of a series of 9.



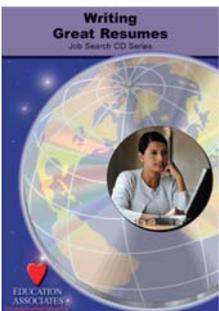
ES604CD	Finding Job Opps CD	\$98
ES604CDSL	Site License	\$200
ES604CDW	Network	\$300



Keys to Successful Interviews

This CD provides helpful tips and strategies to make your best impression. Stresses having a positive attitude and presenting a good impression when trying to sell one's self to an employer. Describes being prepared for the interview, being on time, being properly groomed, handling introductions, answering questions as well as asking questions during the interview, and following up the interview. © 2001. 5 in a series of 9.

ES605CD	Keys to Success. Interv. CD	\$98
ES605CDSL	Site License	\$200
ES605CDW	Network	\$300



Writing Great Resumes

Discusses the importance of developing a resume and stresses when and how to use a resume. Describes in detail what a resume should look like and the major parts that should be included. Also discusses the need for additional sections in a resume. The user can develop his/her resume on screen with an option for printout. Emphasizes the importance of an accurate, well-organized resume. © 2001. 3 in a series of 9.

ES602CD	Writing Great Resumes CD	\$98
ES602CDSL	Site License	\$200
ES602CDW	Network	\$300

Job Search CD Series

This 9-part CD series provides a comprehensive look into the job search process including planning one's goals, developing resumes and completing job applications, interviewing, and presenting good communication skills. Each CD contains a pre- and post-test, multiple choice questions, interactive self-discovery questions and "learning in action" activities. A diploma is also printed for a passing score on the post test. *System Requirements: Windows 95/98/2000/NT, Pentium 90, 24mb RAM, 640 x 480/16 bit color, 4X CD rom, Internet Explorer 5.0 (setup provided on CD)*

Job Search CD Series (Set of 9) © 2001

ES20220CD	Entire Set (9 CDs)	\$ 799
ES20220CDSL	Site License	\$1599
ES20220CDW	Network	\$2399



Presenting Positive Attitudes

This CD discusses how having a positive attitude and self-concept will help one succeed in his/her job search. Stresses ways to show a positive attitude both verbally and non-verbally during the interview, including positive and negative body language. Discusses how employers look for employees with a good attitude.



© 2001. 6 in a series of 9.

ES608CD	Present Positive Att. CD	\$98
ES608CDSL	Site License	\$200
ES608CDW	Network	\$300

Communicating Well in the Interview

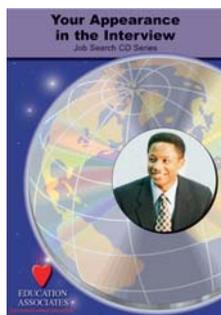
Describes in detail verbal vs. non-verbal communication and stresses the importance of using each effectively to get a job. Discusses the fact that an employer makes an impression from our communication and provides tips to help that communication be



positive and beneficial. Includes tips on positive non-verbal communication and stresses how to use non-verbal communication to one's benefit. © 2001. 8 in a series of 9.

ES611CD	Communicating Well CD	\$98
ES611CDSL	Site License	\$200
ES611CDW	Network	\$300

Your Appearance in the Interview

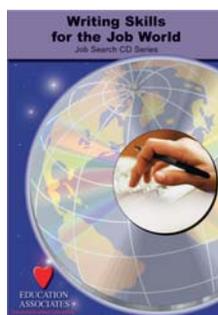


Users learn that non-verbal messages create the first impression and that is often more remembered than verbal messages. Stresses the importance of personal appearance in the interview and provides tips for personal hygiene and daily grooming.

Stresses the importance of the care you take in your appearance and non-verbal messages reflect the pride you have in yourself and your work. © 2001. 7 in a series of 9.

ES753CD	Your Appearance CD	\$98
ES753CDSL	Site License	\$200
ES753CDW	Network	\$300

Writing Skills for the Job World



Good writing skills are necessary in every career. This CD stresses this fact and highlights many important tips for effective written communications. Includes being neat, concise, using good grammar and punctuation, and organizing thoughts in written communications. Users will learn about

developing effective business letters, memos, order forms, messages, and resumes and have a chance to practice developing effective written communications. © 2001. 9 in a series of 9.

ES755CD	Writing Skills Job Skills CD	\$98
ES755CDSL	Site License	\$200
ES755CDW	Network	\$300

Highlights of the CDs include:

- ◆ Internet Links ◆ Disk Management Capabilities ◆ Printouts ◆ Tutorials
- ◆ Graphics ◆ Self Discovery Interactive Questions ◆ Pre- and Post-Tests
- ◆ Learning in Action Activities

Job Survival CD Series

Learn the attitudes and behaviors necessary for job success with this eight part CD series. Each CD contains a pre and post test, multiple choice questions and self-discovery questions and "learning in action" activities. A diploma is also printed for a passing score on the post test.

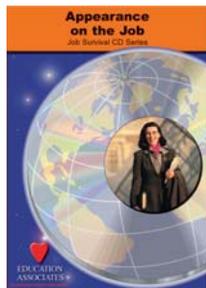
System Requirements: Windows 95/98/2000/NT, Pentium 90, 24mb RAM, 640 x 480/16 bit color, 4X CD rom, Internet Explorer 5.0 (setup provided on CD).

Job Survival CD Series (set of 8) © 2001 **Save \$253.00! Limited Time Offer**

ES21220CD	Set of 8 CDs	\$ 699
ES21220CDSL	Site License	\$1499
ES21220CDW	Network	\$2099



Appearance on the Job

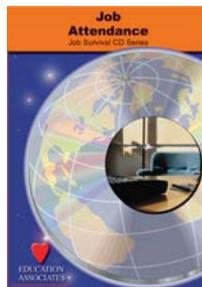


Appearance is of vital importance in The Job World. Just how important? This CD will inform users that it can make or break your chances for success. Users learn how appearance reflects on one's pride and self-confidence and, thus, the type of worker one is. Also stressed is

the need for maintaining a clean work area and the impact it can have on safety on the job. © 2001. 1 in a series of 8.

ES756CD	Appearance on Job CD	\$ 98
ES756CDSL	Site License	\$200
ES756CDW	Network	\$300

Job Attendance



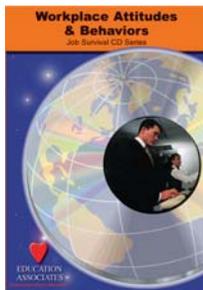
This CD stresses the importance of maintaining regular attendance on the job. Users learn the effects of poor attendance including lowering employee morale and productivity and the effects on all members of the work team. Stresses gaining the employer's trust and following

company policy. © 2001. 4 in a series of 8.

ES754CD	Job Attendance CD	\$ 98
ES754CDSL	Site License	\$200
ES754CDW	Network	\$300

Workplace Attitudes and Behaviors

This CD explores the attitudes and behaviors necessary to keep your job and succeed in the workplace. Areas stressed include accepting constructive criticism, being willing to learn and improve, being honest and ethical, being dependable, being cheerful and friendly, and being a team player. Users will also learn ways that both positive and negative attitudes are shown. © 2001. 2 in a series of 8.



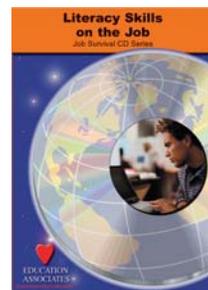
ES757CD	Workplace Attitudes CD	\$ 98
ES757CDSL	Site License	\$200
ES757CDW	Network	\$300

Literacy Skills on the Job

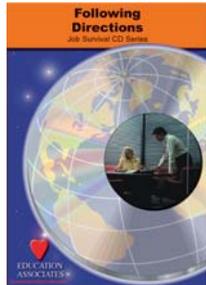
Helps the user with the many skills needed for workplace literacy on the job today... including becoming familiar with office equipment and common workplace terms. Includes tips on taking phone messages and writing business letters and memos as well as working with customers.

Provides user with an opportunity to complete several workplace forms. © 2001. 5 in a series of 8.

ES713CD	Literacy Skills Job CD	\$ 98
ES713CDSL	Site License	\$200
ES713CDW	Network	\$300



Following Directions



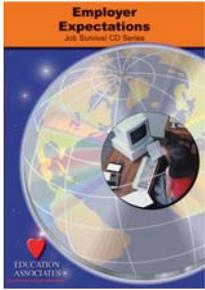
Emphasizes the importance of following directions in order to help ensure success both in school and on the job. Users are encouraged to follow directions in order, carefully, and completely. Users also gain an understanding of an employer's expectations of following directions

and the consequences of not doing so. © 2001. 3 of a series of 8.

ES760CD	Following Directions CD	\$ 98
ES760CDSL	Site License	\$200
ES760CDW	Network	\$300

Job Survival CD Series

Employer Expectations



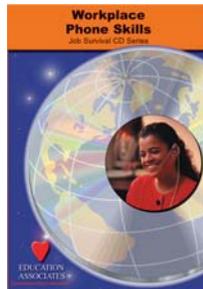
Discusses the expectations of employers and co-workers and how to live up to those expectations in order to keep a job. Includes being on time, dependable, cooperative, loyal to the company, willing to accept constructive criticism, and willing to learn and improve.

Stresses the importance of having good attitudes, maintaining good work habits, and using proper communications on the job. © 2001. 6 in a series of 8.

ES606CD	Employer Expectation CD	\$ 98
ES606CDSL	Site License	\$200
ES606CDW	Network	\$300

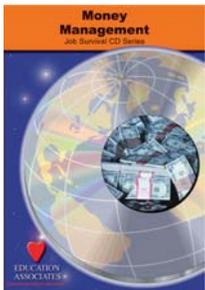
Workplace Phone Skills

As the link between customers and the company, people answering business phones often do not project the best image possible for their company. This program teaches the user the importance of developing good phone skills on the job. Topics covered include developing a good phone personality and telephone courtesy, listening and responding to callers, meeting the caller's needs, handling callers on hold, placing business calls, and not making personal calls at work. Provides practice for the user in completing phone messages and listening on the phone. © 2001. 7 in a series of 8.



ES723CD	Workplace Phone Sk. CD	\$ 98
ES723CDSL	Site License	\$200
ES723CDW	Network	\$300

Money Management



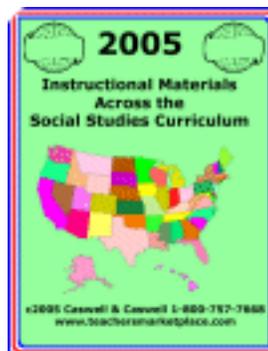
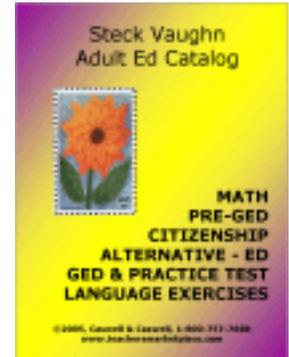
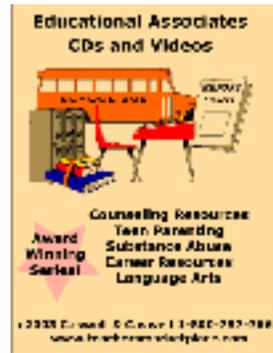
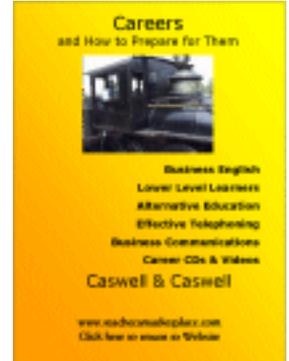
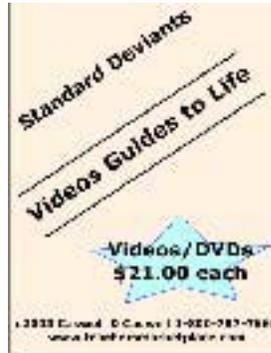
Discusses the importance of a paycheck to an employee and his/her family and how to properly budget to make the most of one's money. Provides the user with examples of how to calculate gross pay, figure deductions and obtain net pay. The user has an opportunity to develop a family budget based on anticipated income and expenditures. Discusses the use of credit and the wise use of credit cards. © 2001. 8 in a series of 8.

ES723CD	Money Management CD	\$ 98
ES723CDSL	Site License	\$200
ES723CDW	Network	\$300

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www.teachersmarketplace.com

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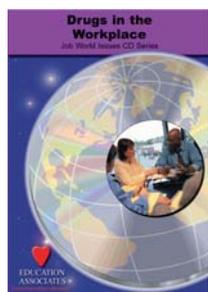
Job World Issues CD Series

This seven part CD series helps the user explore important issues for success on the job including learning important problem solving skills and understanding workplace values and motivation. Also included is the problem of drug use in the job world, drug using co-workers and drug testing. Each software program contains a pre and post test, multiple choice questions and self-discovery questions and "learning in action" activities. A diploma is also printed for a passing score on the post test. *System Requirements: Windows 95/98/2000/NT, Pentium 90, 24mb RAM, 640 x 480/16 bit color, 4X CD rom, Internet Explorer 5.0 (setup provided on CD)*

Save \$234.00! Limited Time Offer

Job World Issues CD Series (set of 7) ©2001

ES42600CD	Set of 7 CDs	\$ 599
ES42600CDSL	Site License	\$1299
ES42600CDW	Network	\$1799



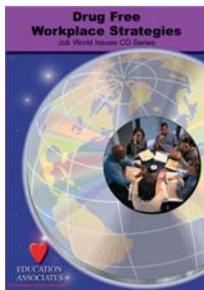
Drugs in the Workplace

People using drugs on the job are enacting an enormous cost to our society including lower productivity, morale and reduced performance. This program looks at this issue and stresses how drug-using employees affect us all. ©2001. 1 in a series of 7.

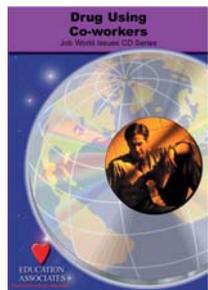
ES42001CD	Drugs in Workplace CD	\$ 98
ES42001CDSL	Site License	\$200
ES42001CDW	Network	\$300

Drug-Free Workplace Strategies

This CD explores strategies to help encourage a drug-free workplace. Topics covered include Employee Assistance Programs and their value and benefits to both the company, employer and employees. ©2001. 2 in a series of 7.



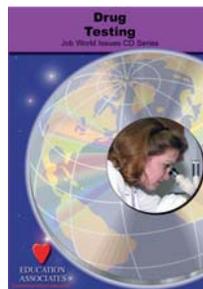
ES42002CD	Drug-Free Workplace CD	\$ 98
ES42002CDSL	Site License	\$200
ES42002CDW	Network	\$300



Drug-Using Co-workers

Thirty-five percent of our nation's firms report the presence of drug problems on the job. This program will provide an awareness of the problems of drug use on the job. The symptoms of drug-using employees are detailed and the rights and responsibilities of employees and employers. ©2001. 3 in a series of 7.

ES42201CD	Drug Using Co-Work CD	\$ 98
ES42201CDSL	Site License	\$200
ES42201CDW	Network	\$300



Drug Testing

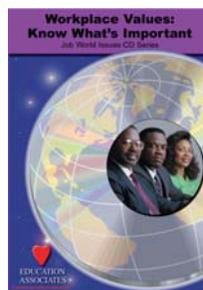
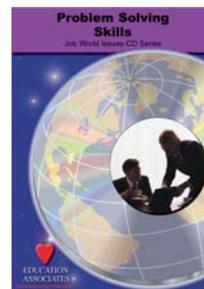
Drug testing-is it a reality you will be facing for the occupation you're choosing? This CD program provides an in-depth look at drug testing including the various types and their accuracy. Defines mass drug screenings and presumptive testing. Also covers how drug testing can be used as proof of fitness for work. ©2001. 4 in a series of 7.

ES42202CD	Drug Testing CD	\$ 98
ES42202CDSL	Site License	\$200
ES42202CDW	Network	\$300

Problem Solving Skills

CD program to help the user learn the importance of good problem solving skills on the job. Users learn the basics of good interpersonal skills and their importance in solving problems. Also discussed is brainstorming and the ten basic steps of conflict resolution. Practice is provided for using new problem-solving skills. ©2001. 5 in a series of 7.

ES754CD	Problem Solving CD	\$ 98
ES754CDSL	Site License	\$200
ES754CDW	Network	\$300



Workplace Values: Know What's Important

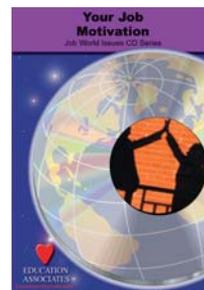
Discusses the origin and importance of the Work Ethic and the values associated with it. Describes how values guide one in decision making about getting a job and guide one's behavior on the job. Examines many of the values necessary for job success. Provides an opportunity for the user to determine his/her values and encourages the user to apply those values to keep and succeed on the job. ©2001. 6 in a series of 7.

ES609CD	Workplace Values CD	\$ 98
ES609CDSL	Site License	\$200
ES609CDW	Network	\$300

Your Job Motivation

What kind of job motivates you to do your best and succeed? This CD program helps the user learn about what factors motivate him or her and looks at those types of jobs that match individual motivational factors. ©2001. 7 in a series of 7.

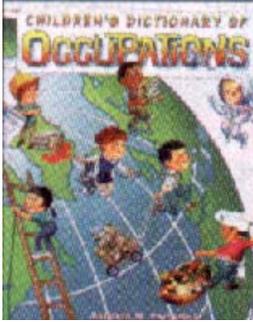
ES610CD	Job Motivation CD	\$ 98
ES610CDSL	Site License	\$200
ES610CDW	Network	\$300



CAREER & LIFE PLANNING

Children's Dictionary of Occupations

An Invaluable Career Exploration Resource
For Grades 3-7



Revised for 2004 with new careers, updated descriptions of existing careers, and fresh illustrations! Get elementary and middle school students dreaming about the exciting world of work with the informative and entertaining Children's Dictionary of Occupations. It's filled with hundreds of job descriptions, illustrations, and individual and group activities that will ignite their interest and fuel their desire to find a career path that appeals to their likes and strengths. Written in age-appropriate language, the CDO is based on the widely recognized and newly revised Occupational Outlook Handbook, so job titles are indexed by Career Cluster as well as alphabetically. That lets young learners identify related jobs in the same area as they zero

in on the title that fits them best. The book also includes a section called Getting a Job to introduce students to the concept of career exploration and help them prepare to find their first job. It's never too early for kids to consider their occupational options—and the Children's Dictionary of Occupations is an excellent way to get them started! A Meridian Product. **Correlates to National Career Development Standards** One book. © 2004. **126 pp, copyright: 2004 EDP33584 \$15.95**

Activity Packages for The Children's Dictionary of Occupations™

Expand and encourage further career exploration with the newly revised Children's Dictionary of Occupations Activities. These reproducible black-line masters provide interesting and thought-provoking activities - for groups, classroom activities and individual use. Designed to complement the Children's Dictionary of Occupations, the activities offer students a greater understanding of the world of work. And two age levels give teachers the flexibility needed to meet student needs. Use for ♦ career fairs ♦ classroom projects ♦ individual career exploration ♦ career counseling

A must-have companion to the Dictionary.

Activity Masters for Grades 3-4
EDP25025 \$15.95
Activity Masters for Grades 5-6
JJM25026 \$15.95

Elementary
& Middle
School Career
Exploration

The Children's Dictionary of Occupations™ CD-ROM

The new improved CD-ROM version of the Children's Dictionary includes all the revisions of the print version and features a spiffy new interface and some wonderful new features. Let your students browse the Dictionary alphabetically, title by title - or in Occupational Clusters - checking out related jobs. There's even a fun new game called "20 Questions" which leads children to groups of occupations based on their interests. And don't forget to check out the brand new interactive Dictionary feature entitled Getting A Job. But don't worry - we've kept those sections that made the CD-ROM such a popular and educational method of exploration - including the complete footage of the First Look at Careers video featuring live action footage of 41 careers! All of the occupation listings are narrated and feature full-color versions of the Dictionary Illustrations. And students may print out the occupations of interest. Using the best available multimedia technology to promote career education - what a dynamic way to capture student interest!

EDP25019 Windows or Mac \$99.95

Suggested PC configuration: Win95/98 or NT operating system; Pentium II or better processor; 64MB of RAM; 24X CD-ROM drive; VGA accelerator video card; Audio card; QuickTime 4.0. Minimum PC Configuration: Windows, Win95 or NT operating system; 386-33Mhz processor; 4MB of RAM/12MB for Win 95/98, 24MB for NT; CD-ROM drive; 16 color video; Audio card; QuickTime for Windows 2.12/3.0 for Win95/98/NT. Suggested Macintosh configuration: System 8.0/9.0 operating system; G3 or better processor; 64MB of RAM; 24X CD-ROM drive; VGA Monitor; QuickTime 4.0. Minimum Macintosh configuration: System 6.1 operating system; 68030 processor; 4MB of RAM; CD-ROM drive; 13" monitor; QuickTime 3.0

Career Exploration Children's Dictionary of Occupations Poster Pak - Set of 26



26 new 11 x 14 career posters (one for each alphabet letter) picture people doing actual jobs. Take 26 occupations from A to Z, create a beautiful, colorful image of someone doing the actual job, and add one of the dictionary people from the Children's Dictionary of Occupations, show a simple but thorough explanation of the nature of the job at the bottom and you have the new Children's Dictionary of Occupations Poster Pak! Each beautifully illustrated 11" x 14" poster will provide a constant source of interest whenever it's displayed. Great for a career day, a unit on career exploration, or to generate interest any time! Each poster comes with a free copy of the Children's Dictionary of Occupations.

♦ Automotive Mechanics ♦ Broadcast Technicians ♦ Chemists ♦ Dentists ♦ EMTs ♦ Firefighters ♦ Guards ♦ Hotel Desk Clerks ♦ Insurance Agents ♦ Brokers ♦ Janitors ♦ Kindergarten Teachers ♦ Musicians ♦ Nuclear Medicine Technologists ♦ Optometrists ♦ Physical Therapists ♦ Quality Insurance Inspectors ♦ Roofers ♦ Secretaries ♦ Travel Agents ♦ Underwriters ♦ Veterinarians ♦ Writers ♦ X-Ray Technologists ♦ Yeoman (armed Forces) ♦ Zoologists

JJM27762 \$95.95/set of 26



A First Look At Careers

This two part video set brings some of our "Dictionary People" to life as we sample occupations from airline pilot to veterinarian. The video uses character animation and live action footage to help students get a taste of the wide variety of occupational choices they will have - 40 occupations are sampled. This outstanding supplement to The Children's Dictionary of Occupations is an excellent addition to every library and classroom.

♦ Airline Pilot ♦ Architect ♦ Bank Teller ♦ Bricklayer & Stone Mason ♦ Composer & Typesetter ♦ Correction Officer ♦ Dental Hygienist ♦ Drywall Applicator & Finisher ♦ EKG Technician ♦ Electrician ♦ Firefighter ♦ Forester & Conservationist ♦ Geologist ♦ Guard ♦ Health Services Administrator ♦ Hotel Clerk ♦ Industrial Engineer ♦ Insurance Agent & Broker ♦ Jeweler ♦ Kindergarten & Elementary Teacher ♦ Librarian ♦ Mechanic, Automotive ♦ Meteorologist ♦ Nuclear Engineer ♦ Nurse's Aide & Orderly ♦ Occupational Therapist ♦ Optician ♦ Photographer ♦ Printing Press Operator ♦ Reporter & Correspondent ♦ Roofer ♦ Speech Pathologist & Hearing Specialist ♦ Store Manager ♦ Tile Setter ♦ Tool Programmer ♦ Travel Agent ♦ Underwriter ♦ Upholsterer ♦ Veterinarian ♦ Water & Waste Water Treatment Plant Operator

30 minutes, 2 VHS JJM24596 \$99.95

30 Minutes, 1 DVD JJM24596 \$99.95

A Second Look At Careers

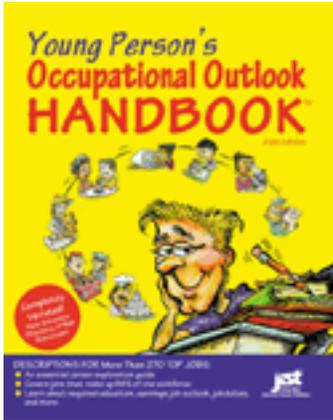
Building on the extremely popular *First Look at Careers*, this brand new 2-part video set takes an alphabetic *Second Look at Careers*. Once again, we've taken 40 occupations from *The Children's Dictionary of Occupations*, and brought them to life using real people at work. Students learn about the tools of the trade and the tasks performed on the job. They hear from workers who will tell them how to prepare for each job, including the education and training needed. Best of all, this fast-paced video set encourages your students to begin thinking about the future world of work and is an excellent introduction to career days, job fairs or classroom units on careers. Use alone or in conjunction with the newly revised *Children's Dictionary of Occupations*. If you've used *A First Look at Careers*, you'll love *A Second Look at Careers*. IF not, what a great way to introduce students to real world occupations!

♦ Aircraft Mechanic ♦ Accountant ♦ Broadcast Technician ♦ Butcher ♦ Carpenter ♦ Chemist ♦ Chiropractor ♦ Dancer ♦ Dentist ♦ EMT ♦ Economist ♦ Farmer ♦ Flight Attendant ♦ Glazier ♦ Home Appliance Repairer ♦ Home Health Aide ♦ Industrial Designer ♦ Information Clerk ♦ Janitor ♦ Judge ♦ Kitchen Worker ♦ Landscape Architect ♦ Lawyer ♦ Mail Carrier ♦ Manicurist ♦ Musician ♦ Nuclear Medicine Technologist ♦ Optometrist ♦ Physical Therapist ♦ Quality Assurance Inspector ♦ Real Estate Agent ♦ Respiratory Therapist ♦ Secretary ♦ Telephone Line Installer ♦ Urban Planner ♦ Vehicle Washer/Equipment Cleaner ♦ Writer ♦ X-Ray Technologist ♦ Yeoman (Armed Forces) ♦ Zoologist

33 minutes, 2 VHS JJM24609 \$129.95

33 minutes, 1 DVD JJM24609 \$129.95

NEW!



Young Person's Occupational Outlook Handbook (YPOOH), Fifth Edition

Reading Level: Grade 5, For: Gr. 5-9
By the Editors of JIST

Makes direct connection between school subjects and skills needed for jobs.

An Excellent First Reference for Exploring Careers:

- ◆ Essential resource for teachers, students, counselors, and parents
- ◆ Brief, interesting, up-to-date, accurate job information
- ◆ Easy to read

Based on the U.S. Department of Labor's *Occupational Outlook Handbook* (the most widely used career book ever), this book is ideal for helping young people explore careers. It clusters job descriptions, making it easy to explore job options based on interest. The *Young Person's Occupational Outlook Handbook* also makes direct connections between school subjects and the skills needed for jobs and provides direct support for school-to-work initiatives.

Young Person's Occupational Outlook Handbook Activities

In class and homework activities created especially for use with any edition of the YPOOH!

Sixteen-page workbook - less than \$1.00/copy!

A new activities workbook with fun and interesting activities that help students think about careers and their futures, explore the link between school and careers, and learn more about jobs that interest them.

Sixteen pages, individual or class use.

7x10, softcover, copyright 2003, package of 25

S5-J9767	1-9 packages	\$24.95
	10+ packages	\$21.95
S5-J983X	Single Copy	\$1.25

CAREER & LIFE PLANNING

Winner
PMA Ben Franklin Award
for BEst Juvenile/Young
Adult Non-Fiction Book of
the Year!

High Interest narration and page design!

- ◆ Each job has a one-page description
- ◆ Jobs are arranged in easy-to-find clusters

Young Person's Occupational Outlook Handbook, Fifth Edition

Authors: JIST Editors (based on U.S. Government data)
Format: 320 pp, 7.5x9, softcover
Copyright: 2004
C2-J1259 **\$19.95**

Descriptions cover 270 jobs held by 85% of the workforce! Each one-page entry includes:

- ◆ A brief description of the job
- ◆ Details on working conditions
- ◆ School subjects related to the job
- ◆ Suggested activities for "trying out" the jobs
- ◆ Information on earnings, education, or training needed, and employment outlook

Related Products

- ◆ **Career Connections Jr CD-ROM**
- ◆ **The JIST Multimedia OOH, Fifth Edition**
- ◆ **JIST's Video Guide for Occupational Exploration**
- ◆ **Dream Catcher**
- ◆ **Pathfinder**

Career Connections Jr CD-ROM

For: Grades 5-9

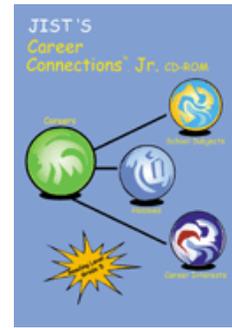
Entertaining career self-assessment plus solid information on 260 major jobs!

We've developed great new career exploration software for grades 5-9 or special-needs students. Career Connections, Jr. is "edutainment" software that helps students explore more than 260 jobs that cover 85 percent of the labor market! Colorful graphics, animation, sounds, and game themes make exploring careers fun!

Lots to See and Hear! When a user picks an occupation to view, a narrator describes the job (sound can be turned off) while the user sees text and a full-color photo showing people at work in this job. Clicking file folder tabs across the top of the screen easily changes the information displayed. Each description includes

- ◆ Information on earnings, education or training needed, and employment outlook
- ◆ A brief description of the job
- ◆ Details on working conditions
- ◆ Interesting, fun facts or stories related to the job
- ◆ Suggested activities for "trying out" the job
- ◆ Places to go for more information, including Web sites
- ◆ Hot links to related job titles
- ◆ Options to create one-page printouts to take home to parents
- ◆ Key Information Is Short, Interesting, Easy to Read. Job descriptions are based on JIST's Young Person's Occupational Outlook Handbook and include up-to-date details from the Occupational Outlook Handbook, the most widely used career reference ever.
- ◆ Three Career Assessment Games. Kids can choose one of three self-assessment career games to begin connecting careers to things they enjoy:
 - ◆ Career Pursuit—A board-game theme helps students use their favorite school subjects and activities to connect to career choices.
 - ◆ Pick a Card, Any Card—Animated cards introduce 14 major career interest clusters from the Guide for
 - ◆ Occupational Exploration.
 - ◆ 20 Questions—A quick and easy card game connects hobbies and free-time activities to career interests.

NEW!



Career Connections Jr CD-ROM

Audience: Grades 5-9
Production Date: 2004
Format: CD-ROM installs for Mac or Windows

System Requirements: Windows 3.1 or 95/98 or Mac, 8 MB RAM, Mouse, CD-ROM, SVGA Monitor with 512+K video memory

Production Date: 2004

Windows or Macintosh

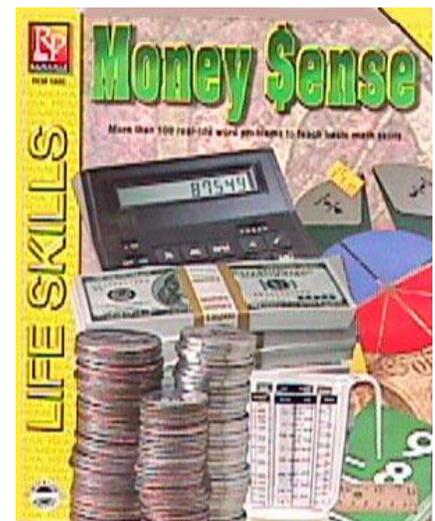
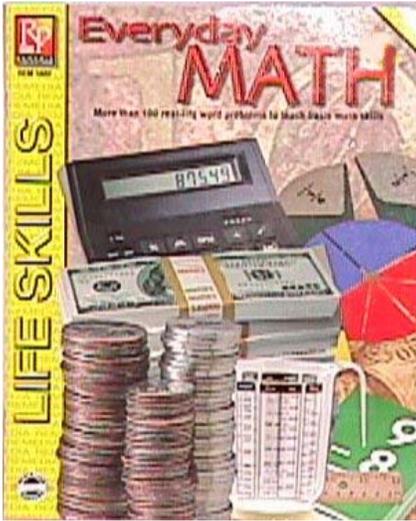
CD-ROM	C2JS5486
\$149.00	
Lab Pack (10)	
C2-JS5494	\$349.00
Site License	
C2-JS5508	\$499.00

- ◆ Each self-assessment game is quick and fun to use, and all incorporate solid career assessment principles.
- ◆ Wheel of Careers. Students can also go directly to a job title by selecting any letter to look up more than 260 jobs by title in alphabetic order.
- ◆ Hot Jobs Word Find. Or they can learn about high-interest jobs by challenging themselves with a puzzle that lists the titles of the top ten jobs, based on salary and projected growth—open-captioned video clips provide additional information on each job they find.

Other Features

- ◆ Accessible to a Wide Range of Grade Levels, Including Special-Needs Students.
- ◆ The high-interest text at a low reading level makes Career Connections, Jr. suitable for students starting in about fifth grade, including special-needs students.
- ◆ Engaging, Fun Graphics Enhance Kids' Natural Curiosity. We worked especially hard to create a program that teaches important career exploration skills and provides useful information, but in an engaging, interactive format.
- ◆ Easy to Use. Kids guide themselves with little or no teacher instruction. Most job descriptions can be reached with only two or three mouse "clicks"!

Economics Videos & Books



ELEMENTARY ECONOMICS LIFE SKILLS SERIES

Remedia Publications, Reading Level: 3-4, for all grades

More than 100 real-life word problems to teach elementary economics and basic math skills. Each of these books is written on a 3rd-4th grade reading level, and is intended for students of all ages and ability levels. Watch math skills improve and students work through more than 100 real-life word problems! Workbooks are reproducible and include an answer key.

MATH AT HOME & EVERYDAY MATH - either is the perfect way to build students' math skills while helping them gain a true appreciation for math in everyday living. Students read each real-life scenario then must decide whether to add, subtract, multiply, or divide to solve each word problem. Other exercises involve fractions, decimals, percents and more! A real practical application of math!

REM598B Math At Home \$5.95

REM598F Everyday Math \$5.95

CAREER MATH - is the perfect way to build students' skills while helping them gain a true appreciation for math in everyday living. Students are introduced to 27 different careers ranging from air traffic controller to zookeeper, then solve word problems pertaining to each career. A real practical application of math.

REM598C Career Math \$5.95

BEST BUYS - is the perfect way to build students' math skills while helping them gain a true appreciation for math in everyday living. Students are introduced to real life scenarios where they must judge a purchase to determine if it is the **best possible choice**. Students learn to comparison shop, check prices, use coupons, buy in quantities and more! A very practical application of math!

REM598D Best Buys \$5.95

MATH IN THE MALL - takes students on a shopping tour of 28 different shopping mall stores, where they practice addition, subtraction, multiplication, division, and percentage discounts to find the cost of items purchased, calculate per-item prices, determine savings, and figure change. These real-life word problems are sure to add relevance and interest to the learning experience and help students become confident consumers.

REM598A Math in The Mall \$5.95

MONEY SENSE - is the perfect way to build students' math skills while helping them gain a true appreciation for math in everyday living. Students are introduced to a variety of money situations such as: budgeting - savings and checking accounts - credit cards - sales discounts - getting paid and paychecks - income tax - and more.

REM598E Money Sense \$5.95

CHECK BOOK MATH - a practical application of math skills! Students read short, real-life situations, word problems, solve for answers, write checks for money spent, record transactions, and keep track of balances.

REM524 Check Book Math \$5.95

BUSINESS COMMUNICATION - skills required for writing a business letter is the focus of this practical unit. Students also will get practice filling out various business forms.

REH599B Business Communications \$5.95

WORK PLACE WORDS - is loaded with practical, fun, and easy-to-use activities that focus on essential vocabulary words, from benefits, take home pay, direct deposit to abbreviations for department, appointment, headquarters and many more, real-life situations to help students become more confident and independent.

REM930B Work Place Words \$5.95

MONEY MANAGEMENT WORDS - is loaded with practical, fun and easy-to-use activities that focus on over 85 essential vocabulary and real-life situations to help students become more confident and independent. Key words are introduced, then reinforced through motivating, problem-solving exercises and more! So help your students build basic skills the practical way!

REM930C Money Management Words \$5.95

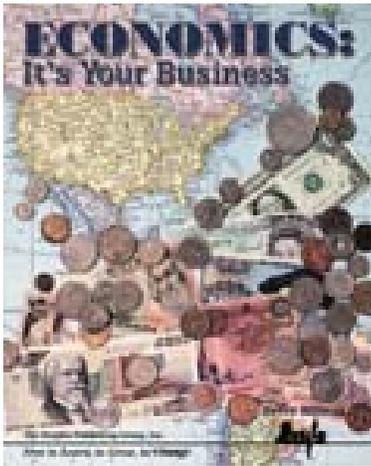
INDEPENDENT LIVING WORDS - is loaded with practical, fun and easy-to-use activities that focus on over 50 essential vocabulary and real-life situations to help students become more confident and independent. Key words are introduced, then reinforced through exercises in filling out Warranty Registration cards, Consumer complaint forms, Department store credit applications, and Catalog order forms.

REM930D Independent Living Words \$5.95

CONSUMER WORDS - Help your students develop the necessary skills to succeed in daily life and in the workplace while improving these specific skills. *Consumer Words* is loaded with practical, fun and easy-to-use activities that focus on over 75 essential vocabulary and real-life situations to help students become more confident and independent. Units covered are Community Service, Supermarket, Mail Order, Telephone Services, Warranty, and understanding and paying bills.

REM930A Consumer Words \$5.95

Economics Videos & Books



ECONOMICS IT'S YOUR BUSINESS

Henry Billings

Reading Level: 3-4, for grades 6-adult

The illustrated edition of our best-selling Economics is even easier to read and teach, yet more comprehensive and practical. This text links the principles of economics to the dollars-and-cents issues of life so students can apply the concepts to the actual cost of everyday products and services. Features: Margin Notes - Empower Yourself Cooperative Activities - New Workbook with Tests - New Teacher's Guide with Unit Planning Chart. Units: 1. What is Economics?, 2. How the United States Economy Works, 3. Wages, Labor and Taxes, 4. The World of Business, 5. The Role of Government, 6. Comparing Economic Systems, 7. A World View.

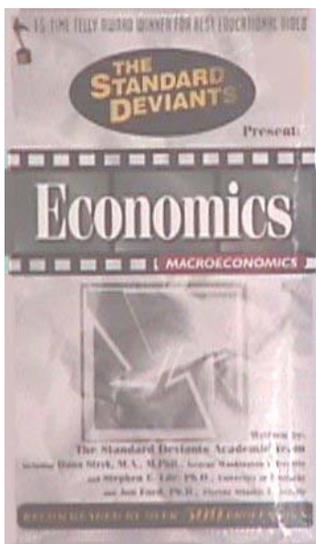
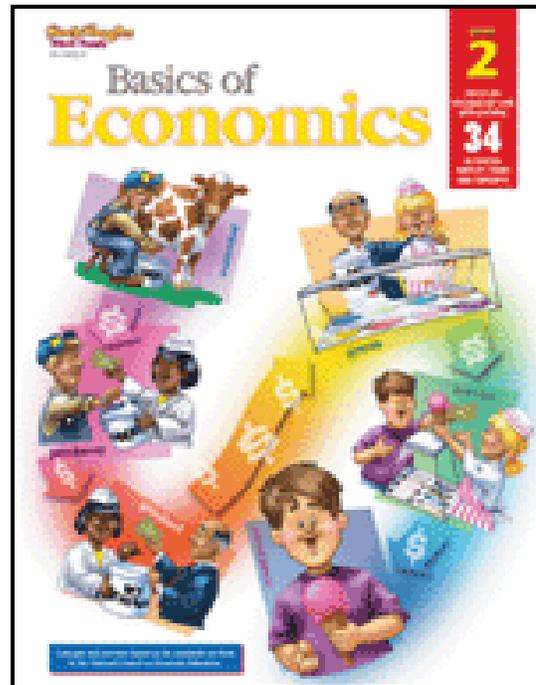
60476PP	Student Book	1-9 copies	\$20.99
		10+ copies	\$18.95
60484PP	Workbook	1-9 copies	\$8.99
		10+ copies	\$8.99
60492PP	Teacher Guide	1-9 copies	\$8.99
		10+ copies	\$8.99

NEW! BASICS OF ECONOMICS

Grade Level 2-5

This vocabulary-based collection of easy-to-understand activities provides a timely tool to simplify the instruction of economics. Reproducible.

3402-9SV	Grade 2	\$7.95
3403-7SV	Grade 3	\$7.95
3404-5SV	Grade 4	\$7.95
3405-3SV	Grade 5	\$7.95



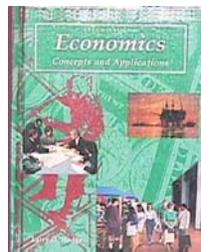
ECONOMICS - MACRO

Running Time 2 hours, 15 minutes, Level 6 to Adult.

Includes such topics as: Gross Domestic Product - marginal propensity to consume - Consumer Price Index - aggregate supply - aggregate demand - frictional, structural & cyclical unemployment - fiscal policy - circular flow model - monetary policy. By Standard Deviants, done in 5 to 7 minute segments.

1886156042

Video \$21.00



Economics: Concepts and Applications

Softcover and Hardcover, plus Teacher's Guides * Levels 6-12 * Reading Levels 4-5

Brief lessons and controlled vocabulary make complex concepts easy to read and easy to grasp. Seven complete units provide an overview of economic basics. 192 pages.

Real-world applications.

Simplifies the concepts and makes them relevant, Covers supply, demand, goods, services, resources, prices, and much more!

63524SV	Student Softcover	\$16.76
63532SV	Teacher Guide	\$ 9.65
77843SV	Student Hardcover	\$30.26
7786XSV	Teacher's Guide	\$ 9.65
77851SV	Teach Res. Binder	\$99.45

ECONOMICS - MICRO

Running Time 1 hour 53 minutes, Level 6 to Adult.

Includes such topics as: opportunity cost - fixed and variable costs - supply - demand - production possibilities frontier - efficiency - perfect competition - utility - total utility and marginal utility. By Standard Deviants, done in 5 to 7 minute segments.

1886156026 Video \$21.00

Mathematics/Work Ethics

Math Skills for the Workforce

At last, a math program designed specifically for workforce development. Teach all the math skills your learners need for job success in just four books.

Math Skills for the Workforce develops the math skills that ensure workforce success. It's also a great value. With just four titles you can cover what your learners need to know -- at a much better price than competing titles.

- ◆ A pretest ensures proper placement; a post-test measures progress.
- ◆ With reading levels of 4-6, even limited readers can master math.
- ◆ All unit openers and practice exercises deal with work-related issues and scenarios.
- ◆ A glossary defines unfamiliar words to keep learners focused on problem solving.

63756SV	Whole Numbers	\$14.36
63764SV	Fractions	\$14.36
63772SV	Decimals and Percents	\$14.36
63780SV	Measure, Geo., & Algebra	\$14.36



Accounting

Larry Singleton, Ph.D. & Wayne Label, Ph.D.

The backbone of any business - from small stores to commercial chains and large corporations - is the accounting department. An effective accountant must be able to balance revenues and expenses,

apply credits and debits to accounts, and maintain a ledger. Using the Standard Deviants trademark teaching method, this video presents the basic concepts necessary for success in a clear and approachable manner.

The Standard Deviants: Accounting Part One covers: The accounting profession, GAAP, Business organizations, Assets, Liabilities, Owner's equity, Revenue, Expenses, Income statement, Statement of changes in owner's equity, Balance sheets, The accounting equation, Accounting periods, Accrual basis of accounting, T-accounts, Debits and credits, General journal, General ledger, Balance column format, Posting to the ledger, Worksheet, Trial balance, Locating and correcting errors, Adjustments, Adjusting the trial balance, Classified balance sheet, Contra accounts, Closing entries, Income summary, Post-closing trial balance. Running Time: 1 hour, 55 minutes, done in 5 to 7 minute segments.

The Standard Deviants: Accounting Part Two covers: Merchandising company, revenue from sales, Calculating net sales, Cost of goods sold, Returns and allowances, Discounts, Freight-in, Operating expenses, Calculating net income, Periodic inventory system, Perpetual inventory system, Net method, Inventory errors, LIFO, FIFO, Specific invoice method, Weighted average method, Accounting for current assets, Cash, Internal control, Voucher system, Bank reconciliation, Petty cash fund, Uncollectible accounts, Estimation of doubtful accounts, Fixed percentage method, Aging accounts receivable method, Direct write-off method, Notes receivable, Interest, Discounting a note receivable, Accounting for current liabilities, Notes payable. Running Time: 1 hour, 50 minutes, done in 5 to 7 minute segments.

Accounting Study Sidekick (Workbook). This workbook provides you with video notes, quizzes & tests, a detailed glossary, and in-depth explanations.

156204SD	Accounting Part 1 Video	\$21.00
156212SD	Accounting Part 2 Video	\$21.00
15659XSD	Workbook	\$11.95

Workforce: Building Success

6 softcover book series *
Teacher's Guide

Encourage learners to examine their own strengths and weaknesses and change from within. Bound in answer key. 96 pages.

65171SV	Communication	\$13.00
6521XSV	Customer Service	\$13.00
65198SV	Personal Development	\$13.00
65201SV	Problem Solving	\$13.00
6518XSV	Time Management	\$13.00
65228SV	Writing	\$13.00
65236SV	Teacher's Guide	\$ 9.73



YOU'RE THE BOSS

Positive Attitude and Work Ethic

Rose Blue and Corinne Naden

Reading level 4-5, for grades 9-adult

Many students are unaware of the unwritten rules of business or the expectation of professional attitude, behavior, and work ethic. This text provides those guidelines using fun-to-read anecdotes and interviews with managers of real companies - an ideal book for a successful job search. Contents: Getting Started - The Interview - First Day Blues, First Job Jitters - Job Levels and Networking - Getting Along with Co-Workers - When It's Time to Leave. Copyright 1999.

6219-3SV	Student Text	\$17.99
	10+ copies	\$16.19

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Here's What People Have to Say About Standard Deviants:

"Because its a video, I could review difficult concepts again and again until I had a clear understanding of them."

"By watching the tapes before class, I had the background confidence to understand what is being covered in my professor's lecture."

Videos on Business Technology

Internet and Internet Basics

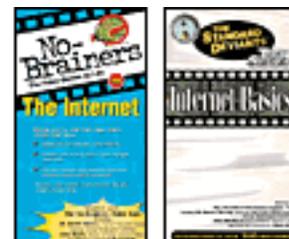
Dr. Kerric Harvey, John Barth & Mark Reilly.

No-Brainers on the Internet will teach you about the history of the internet, how to get connected and receive e-mail, as well as how to navigate the World Wide Web and use search engines to find the information you need. You'll even learn about online privacy and security. In today's age, it is crucial to know what the Internet is as well as how to use it. **Internet Basics** will put you online in no time! This tape will begin by explaining all about the Internet, the World Wide Web, modems, and Internet Service Providers. It also explains topics such as electronic mail, web servers, search engines, navigation tools, and more. If you don't know how to use the Internet, this tape is a must-have.

No-Brainers on Internet covers: how to send and receive e-mail, how to conduct online research and navigate through the World Wide Web, the "netiquette" necessary to surf like a pro! Running Time: 45 minutes

The Standard Deviants: Internet Basics covers: The Internet, the World Wide Web, internal modems, built-in modems, external modems, PC modem cards, bits, Internet Service Providers (ISP's), national vs. local ISP's, software, payment plans, passwords, account names, electronic mail (e-mail), sending and receiving e-mail, mailing lists, electronic discussion groups, chat rooms, Internet etiquette, listserves, privacy issues and security, encryption, on-line purchasing, web servers, web browsers, web pages, hyperlinks, icons, icons, colored text, buttons, Universal Resource Locator (URL), search engines, Boolean searches, hypertext, navigational tools, restricting unwanted sites, parental control options, cyberspace shorthand, emoticons, conversational acronyms, Spam mail. Running Time: 1 hour, 0 minutes

981031SD	No Brainers - Internet	\$21.00
980647SD	Internet Basics	\$21.00
980957SD	Video Box (both)	\$33.99



No-Brainers on Creating a Web Page

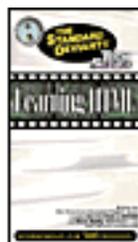
Paul J. DeMalo, Web Pro & Mark Reilly, Web Expert

No-Brainers on Creating Web Pages will teach you about the underlying structure for all web pages, how to choose colors and images that will work for your page, and

where to look on the web for more resources. This tape will also show you how to format pages, edit text, add graphics and links, and even create tables. This tape will have you designing your own page in no time!

No-Brainers on Creating Web Pages covers: the underlying structure for all web pages, how to choose colors and images that will work for your page, where to look on the web for more resources. Running Time: 45 minutes

981120SD	Creating a Web Page Video	\$21.00
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Learning HTML

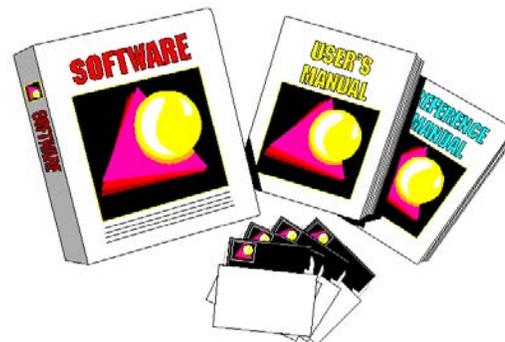
Paul J. DeMaio & Mark Reilly

Do you know what hypertext markup language is? If not, you need **Learning HTML**. This tape will explain what HTML is, web pages, scanners, servers, design

issues, and more. If you want to create a web page, or simply want to be up-to-date with today's technology, you don't want to pass on this tape!

The Standard Deviants: Learning HTML covers: The World Wide Web, hypertext, hyperlinks, browsers, hypertext markup language (HTML), web pages, text editors, simple text editors, WYSIWYG editors, internet browsers, tags, formatting (header, title, and body), underlining text, boldfacing text, centering text, line and page breaks, font size and color, hexadecimal color codes, background color, adding links, on-site and off-site links, MAILTO commands, variables, Image Source, jpg and gif extensions, plagiarism issues, scanners, photographic images, graphics, background tiles, tables, servers, uploading home pages, FTP programs, Internet Service Providers, design issues, viewer-friendly designs. Running Time: 52 minutes

980612SD	Learning HTML Video	\$21.00
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Business Resources

Speaking Up at Work

Catherine Robinson and Jenise Rowekamp
Intermediate

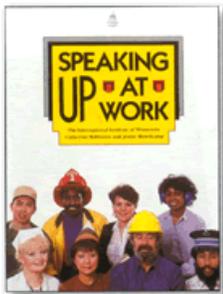
This text helps students develop the language skills and cultural awareness they need to succeed at work. The book addresses both the basic workplace language students need in order to do their jobs well and the social language that will help them get along with fellow employees and supervisors.

Among the workplace topics addressed are the following: understanding work schedules, clarifying instructions, asking for help, calling in sick, observing safety precautions, dealing with mistakes, work conditions, benefits, understanding W-4 forms, paying taxes, and advancement. Social topics include talking about families, weekend plans, and the weather.

Each unit offers extensive speaking and listening practice, as well as on-the-job simulations and role plays. Reading and discussions provide insight into how the American workplace functions, allowing students to see cross-cultural differences.

Speaking Up at Work

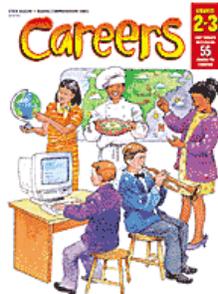
434196-8	Student Book	\$11.95
434197-6	Teacher's Manual	\$ 7.95



CAREERS

Grade Levels 2-5

Develop reading skills while broadening student's frames of references in employment! Eight thematic units in health, science, community service, agriculture and forestry, circuitry, communications, entertainment, and the creative industries. Bound in answer key, 128 perforated pages.



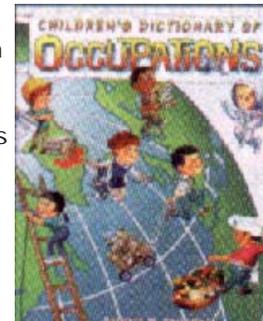
1219-XSV	Grades 2-3	\$12.95
1220-3SV	Grades 4-5	\$12.95

The Children's Dictionary of Occupations™

Revised 1999 Edition An Invaluable Career Exploration Resource, For Grades 3-7

New entries, new activities and new illustrations will ignite young people's interest in the world of work.

Describing over 300 job titles based on the 1998-99 *Occupational Outlook Handbook*, the latest *Children's Dictionary of Occupations* provides an entertaining yet reader-friendly career exploration approach.



We've kept all the elements which have made the *Children's Dictionary* indispensable - like the phonetic pronunciations which have been so popular with teachers and counselors - and the dictionary people themselves. But we've also added some new things you'll love! Like listing all the job titles in career choices - found in the latest edition of the OOH. Not only will students see a broad scope of job related tasks, but will be able to identify other similar job titles in the same area. Take a look at what else we've done:

- ◆ revised and updated all artwork
- ◆ added new job titles and revised current ones
- ◆ added new Getting a Job section to introduce job search concepts
- ◆ lowered the reading level
- ◆ listed all definitions in alphabetical order
- ◆ revised the introduction and activities
- ◆ listed each individual title in an Alphabetical Index with page numbers

If you've used the *Children's Dictionary* before, you'll love the additions and revisions which make it even easier for your students to explore. If you haven't - now is a great time to review this new edition. It's never too early for young people to think about possible jobs in the future and *The Children's Dictionary of Occupations* is the perfect way to get them started! 126 pp, copyright: 1999

ME2552	Book	\$15.95
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Speaking of Survival

Daniel B. Freeman

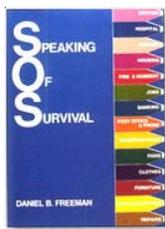
High Beginning - Low Intermediate

Speaking of Survival is a flexible text designed to provide adults with the vocabulary they need to cope in vital areas. The book is divided into fourteen topic areas, including transportation, housing, emergencies, jobs, post office and phone, and banking. The self-contained units focus on the four language skills. Each unit follows the same format: a full-color, contextualized illustration introduces the topic area and relevant vocabulary; conversations cued by illustrations present new language; oral and written exercises reinforce vocabulary and structures; reading selections provide additional information on the context; and discussion questions give students the chance to express their opinions.

A *Cassette* includes the conversations and new vocabulary in each unit.

Speaking of Survival

503110-5	Student Book	\$11.95
434105-4	Cassette	\$17.50



Skills for Success

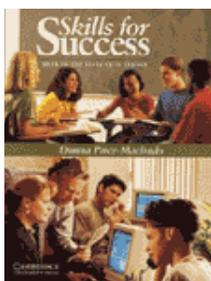
Working and Studying in English

Donna Price-Machado

Skills for Success integrates English language instruction with the competencies essential for succeeding on the job or in an academic setting. This learner-centered text gets students reading, talking, and writing about such topics as building self-confidence, handling criticism, managing a successful job interview, and making small talk with colleagues.

All content and activities in **Skills for Success** are informed by the SCANS competencies, developed by the Secretary's Commission on Achieving Necessary Skills to help people become job-ready more quickly or to thrive in their existing jobs.

657423CA	Student's Book	\$18.00
657415CA	Teacher's Manual	\$ 6.50

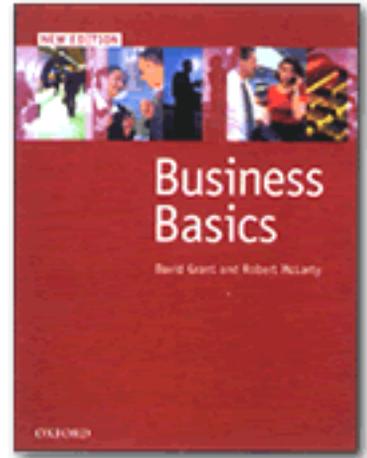


Business Resources

Business Basics New Edition

David Grant and Robert McLarty
Beginning - Pre-Intermediate

This is a complete first course in English for business, providing a systematic and thorough coverage of basic language structures and skills. The material is up-to-date and credible, with real companies and business people featured throughout. Units can be taught in any order, making the course flexible. The *Student Book* includes a grammar summary, role-play notes, a glossary and the tapescripts. The *Teacher's Book* includes classroom notes, answers to all the exercises, and an annotated version of the tapescript. The *Workbook* offers extension activities with an answer key provided.



457340-0	Student Book, New Edition	\$14.95
417342-7	Teacher's Book, New Edition	\$ 8.50
457341-9	Workbook, New Edition	\$ 7.95
457343-5	Cassette (2) New Edition	\$31.95

Business Basics Personal Cassettes

These cassettes follow the syllabus and unit structure of *Business Basics*, providing 180 minutes of extra listening material. As students complete each unit of the *Student Book* in class, they can practice listening on their own. The accompanying reference booklet contains useful vocabulary and phrases plus a tapescript for the listening material.

457278-1	Cassette (2)	\$31.95
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Business Objectives

Vicki Hollett

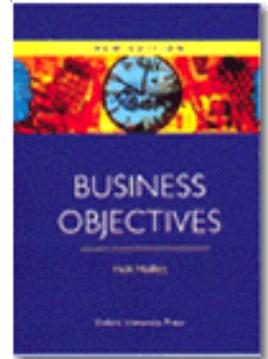
Winner, The English Speaking Union's Duke of Edinburgh Award
Low Intermediate

Business Objectives is built around a clear structural syllabus.

The language work in each of the 15 units offers:

- ◆ Controlled grammar practice.
- ◆ A substantial amount of listening work.
- ◆ Systematic teaching of relevant vocabulary.
- ◆ Challenging activities that encourage students to use their own business experience.
- ◆ Authentic material from real firms.

The *Teacher's Book* includes answers to all of the exercises, full tapescripts, and classroom notes for each unit. A *Pairwork Activity Book* provides extended speaking practice for students in a variety of authentic business situations. Two self-study *Cassettes* provide extensive listening practice in everyday business situations with an accompanying booklet containing the tapescript and useful vocabulary. The *Workbook* provides interesting and challenging exercises. An *Answer Key* is provided.



451391-2	Student Book	\$14.95	451393-9	Teacher's Book	\$ 8.50
451396-3	Pairwork	\$ 6.95	451392-0	Workbook	\$ 6.95
451394-7	Cassette	\$17.50	457028-1	Personal Cass (2)	\$31.95

Business Opportunities

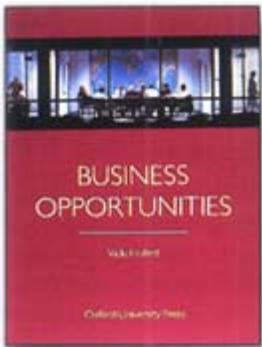
Vicki Hollett, Intermediate

Winner, The English Speaking Union's Duke of Edinburgh Award

This book is based on a comprehensive language syllabus that develops in the context of everyday business functions. The 14 units provide opportunities for practicing language in a range of specific and general professional situations, while offering opportunities to practice all four language skills, especially listening and speaking.

Business Opportunities

452028-5	Student Book	\$14.95
452029-3	Teacher's Book	\$ 8.50
452031-5	Workbook	\$ 6.95
452030-7	Cassette	\$17.50



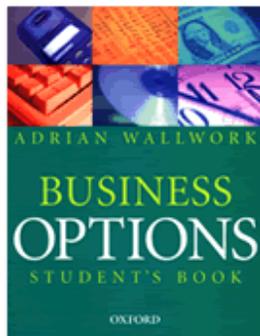
Business Resources

Business Options

Adrian Wallwork

High-Intermediate

Business Options is a course for professional people from all areas of business. It follows the communicative, functional approach which is a hallmark of Oxford business courses, and extends this with development of business skills appropriate to the needs of upper-intermediate students. The course is structured around fourteen theme-based units such as "Performance" and "Trade," which focus on real business situations, both formally inside the workplace and informally on social occasions. A strong feature of the material is its attention to social and cultural awareness, often the most difficult area for students at this level. Key features of the course include:



- ◆ Emphasis on development of social skills in a cross-cultural environment.
- ◆ Each unit is discrete so units can be used in any order.
- ◆ Speech production tasks featured to help students learn how to sound confident and thus communicate more effectively.
- ◆ Each unit includes a meeting on the unit theme, which can be formal or informal as appropriate.
- ◆ "Table Talk" section as a feature of each unit, to encourage students to develop conversational skills outside their normal area of work.
- ◆ *Cassettes* include improvised listening passages to build confidence in listening to the natural, unscripted speech.

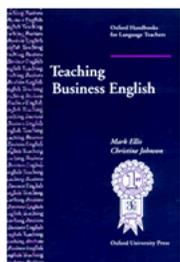
The complete **Business Options** course is comprised of the *Student Book*, a *Teacher's Book* with photocopiable progress tests and extension activities, a *Workbook*, and two audio *Cassettes*.

457234-X	Student Book	\$16.95
457235-8	Teacher's Book	\$10.95
457236-6	Workbook	\$ 8.95

Teaching Business English

Mark Ellis and Christine Johnson
 Winner, The English Speaking Union's
 Duke of Edinburgh Award

This book focuses on utilizing the learner's professional knowledge and experience. Teaching strategies that are relevant to the business student's special needs are presented. ©1994
 437167-0 Book \$17.95



Business Venture

New Edition

Roger Barnard and Jeff Cady

High Beginning - Low Intermediate

The new two-level edition of **Business Venture** contains a great deal of new and updated material while retaining many of the most popular features of the original course, including the carefully graded language practice, paced listening activities, and the Culture Files. The new edition of the Student Book has a wide range of authentic business settings and more dialogue practice, pair work, and information-gap activities. It also contains a business board game for language practice. The Teacher's Book offers notes, ideas for extra activities, photocopiable activities and tests. The Workbook that includes an Answer Key, contains supplementary practice activities. The Cassette contains listening passages for each unit and features a wide variety of international voices.



457238-2	Student Book 1	\$14.95
457239-0	Teacher's Book 1	\$ 9.95
457240-4	Workbook 1	\$ 7.50
457246-3	Cassette 1	\$17.50
457325-7	Student Book 2	\$14.95
457327-3	Teacher's Book 2	\$ 9.95
457326-5	Workbook 2	\$ 7.50
457328-1	Cassette 2	\$17.50

NEW! Oxford English for Information Technology

Eric H. Glendinning and John McEwan
 Intermediate

This is an easy-to-use yet serious course for students who are specializing in computing and information technology. It reviews and offers practice of grammar and functions that are appropriate for the needs of IT specialists. All four language skills are consolidated and developed through a variety of authentic, interesting, and topical texts and visual materials. The *Teacher's Guide* includes a full introduction to the topics in each unit for teachers who are not IT specialists. It provides teaching objectives, teaching notes, and an answer key, listening script and photocopiable progress tests. The *Audio Program*, available on *CD* or *Cassette* features all of the dialogues, interviews, discussions and listening tasks.

457375-3	Student Book	\$17.95
457376-1	Teacher's Book	\$13.95
457378-8	CD	\$21.95
457377-X	Cassette	\$17.50

Business Resources/Index

English ASAP

5-book Softcover Series * 4
Workbooks * 5 Audio Cas-
settes * 5 Teacher's Editions
* Placement Tests * Assess-
ment Program

When language is a barrier to promotion in the workplace, on-the-job behaviors are often a deterrent, too. Now you can target and build specific communication skills and competencies workers need to get off the ground floor. **English ASAP** combines student books, workbooks, audio cassettes, and an assessment tool in a comprehensive ESOL program that also teaches specific SCANS competencies in the context of workplace scenarios.

- ◆ Workplace ESOL and competencies to improve upward mobility.
- ◆ Learner-centered approach actively involves individuals with relevant exercises, real-life application, and numerous opportunities for discussion about their own life and work.
- ◆ Each unit presents and practices the key language and grammar structures learners will encounter on the job.
- ◆ Practice exercises in each unit develop SCANS-based listening, speaking, reading, and writing skills.

79504SV	Literacy Student Edition	\$16.12
79539SV	Literacy Teacher's Ed.	\$16.93
79601SV	Cassettes (2)	\$22.00
79512SV	Low-Beg Student Edition	\$16.12
79563SV	Low-Beginning Workbook	\$11.28
79547SV	Low-Beginning Teacher's Ed	\$16.93
7961XSV	Cassettes (2)	\$22.00
79520SV	Beginning Student Edition	\$16.12
79571SV	Beginning Workbook	\$11.28
79555SV	Beginning Teacher's Ed	\$16.93
79628SV	Cassettes (2)	\$22.00
01872SV	High-Beginning Student Ed.	\$16.12
01880SV	High Beginning Workbook	\$11.28
01864SV	High-Beg Teacher's Ed	\$16.93
01899SV	Cassettes (2)	\$22.00
01937SV	Low-Inter. Student Ed.	\$16.12
01945SV	Low Intermediate Workbook	\$11.28
01929SV	Low-Inter Teacher's Ed	\$16.93
01953SV	Cassettes (2)	\$22.00
33863SV	Assessment Program	\$40.37

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