

Standard Deviantants

Video Guides To Life

Videos/DVDs

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each

The Standard Deviants

Brought to you by The Standard Deviants Academic Team - a unique group of educators, students, and writers dedicated to enhancing the academic success of students everywhere.

19-time TELLY AWARD Winner for Best Educational Video

Recommended by high school teachers and university professors nationwide.

The Standard Deviants are the perfect resource for academic success with videos ranging from English Composition to Organic Chemistry and Shakespeare Tragedies.

The Standard Deviants; entertaining and enjoyable teaching style breaks down difficult subjects into a clear step-by-step format.

Each video is broken down into 5 to 7 minute segments with a zany skit which will review the material before going on to the next segment.

A specialized academic team is created for each subject featuring:

- ◆ Two to three professors (from the nation's best universities including Georgetown, Yale and UVA).
- ◆ An accomplished student consultant.
- ◆ Standard Deviant's staff and comedy writing specialists.

The Standard Deviants provide:

- ◆ A comprehensive tutorial of challenging course concepts.
- ◆ Study techniques including mnemonic, visual devices and memory builders.
- ◆ Quick reference cards with charts, definitions, formulas and course outlines.
- ◆ An approachable, off-beat format that builds understanding, confidence and retention.

Business

The Wild and Wacky World of Finance

The Standard Deviants: Finance Part One covers: sole proprietorships, primary/secondary markets, time value of money, future value, compounding, the master formula, annuities, rate of return, APR, role of the financial manager, maximizing stockholder wealth, interest rates and yield.

Running Time: 1 hour, 40 minutes (5 to 7 minute segments)

The Standard Deviants: Finance Part Two covers: CAPM, correlation coefficient, beta portfolio, portfolios, market risk, expected rate of return, yield to maturity, stock valuation, diversification, Gordon Growth Model.

Running Time: 1 hour, 30 minutes (5 to 7 minute segments)

The Standard Deviants: Finance Part Three covers: Capital structure, Modified Internal Rate of Return (MIRR), bond-yield-plus-risk premium approach, the basics of capital budgeting, calculating the weighted average cost of capital, ofitability index, Internal Rate of Return (IRR), capital budgeting decision methods.

Running Time: 1 hour, 45 minutes (5 to 7 minute segments)

Finance Study Sidekick (Workbook). Follow along with the video and test yourself with the Finance Study Sidekick. This workbook provides you with video notes, quizzes & tests, a detailed glossary, and in-depth explanations.

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| 156182SD | Finance Part 2 | \$21.00 |
| 156190SD | Finance Part 3 | \$21.00 |
| 156522SD | Sidekick Workbook | \$12.95 |
| 98006XSD | Video Box | \$50.98 |
| 156522SD | Survival Pack 3 videos/wb | \$57.99 |



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

"I feel the tapes I purchased were well worth it. They really made learning fun. I would suggest them to anybody whose children are having problems in any subject. Who would've thought I could learn so much from just one video?"

"With the video, I learned a lot more material in a much shorter time than I could have with my textbook."

The Cutthroat World of Business Law

Follow the Standard Deviants into the courtroom in *The Cutthroat World of Business Law*. The 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: Legal system, Sources of law, Criminal vs. civil law, Tort law, Negligence, Contract law, Valid contracts, Quasi contract, Product liability.
Running Time: 2 hours, 20 minutes (5 to 7 minute segments)

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The Material World of Marketing



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: distribution of channels, the four P's of marketing, market share, the product life cycle, market research & information, the product orientation, pricing strategies, the selling orientation, targeting.

Running Time: 1 hour, 45 minutes (5 to 7 minute segments)

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Business



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

980396SD Big Business Pack \$79.99

Get That Job! DVD

Bradley Richardson, Tom Kegelmann, 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

98605XSD Get That Job! DVD \$21.00



No-Brainers on Interviewing

Bradley Richardson, Tom Kegelmann & 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

981058SD Interviewing \$21.00



Career Enhancement Pack

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

984731SD Career Enhancement \$69.99

Economics

The Standard Deviants: The Prime-time World of Macroeconomics

covers: 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. Running Time: 2 hours, 15 minutes (5 to 7 minute segments)



The Standard Deviants: The Prime-Time World of Microeconomics covers: opportunity cost, fixed and variable costs, supply, demand, production possibilities frontier, efficiency, perfect competition, utility, total utility & marginal utility.

Running Time: 1 hour, 53 minutes (5 to 7 minute segments)

156042SD Macroeconomics \$21.00
 156026SD Microeconomics \$21.00
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Here's What People Have to Say About Standard Deviants:

"I used them as supplements to the class and recommend students to purchase the tapes."

"The tapes got me through a very difficult semester."

"The Standard Deviants were the key to my academic success."

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