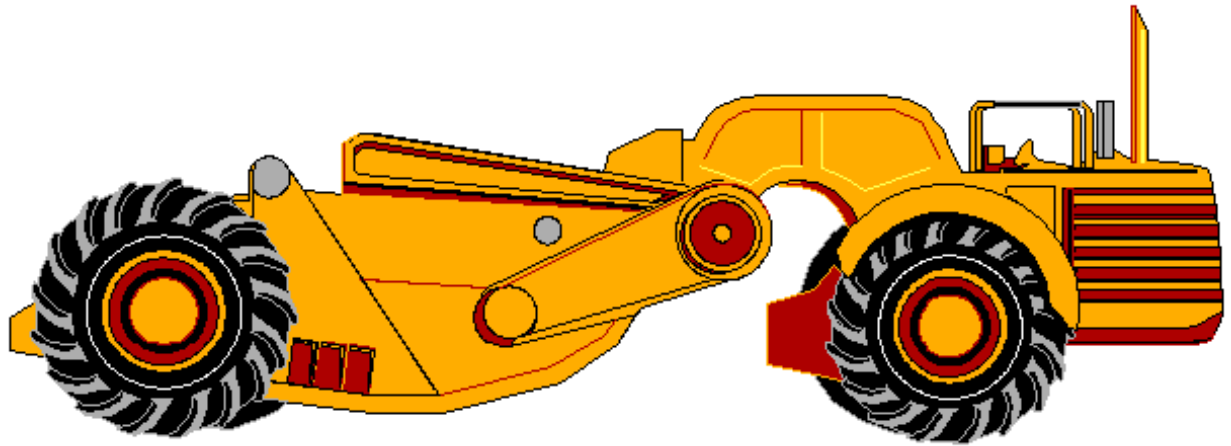


Careers

and How to Prepare for Them



Business English
Lower Level Learners
Alternative Education
Effective Telephoning
Business Communications

Caswell & Caswell

Business Resources

Speaking Up at Work

Catherine Robinson and Jenise Rowekamp
Intermediate

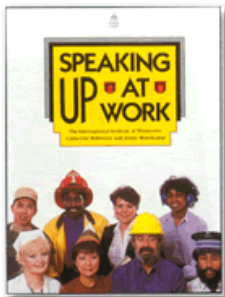
This text helps students develop the language skills and cultural awareness they need to succeed at work. The book addresses both the basic workplace language students need in order to do their jobs well and the social language that will help them get along with fellow employees and supervisors.

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

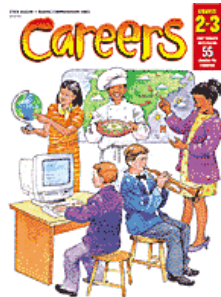
434196-8	Student Book	\$11.95
434197-6	Teacher's Manual	\$ 7.95



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.



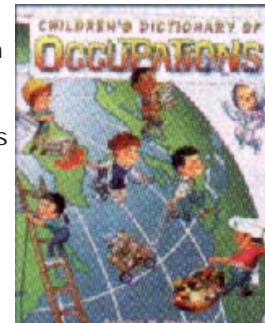
1219-XSV	Grades 2-3	\$12.95
1220-3SV	Grades 4-5	\$12.95

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
--------	------	---------

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

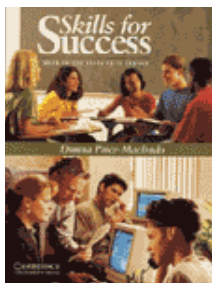
Working and Studying in English

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

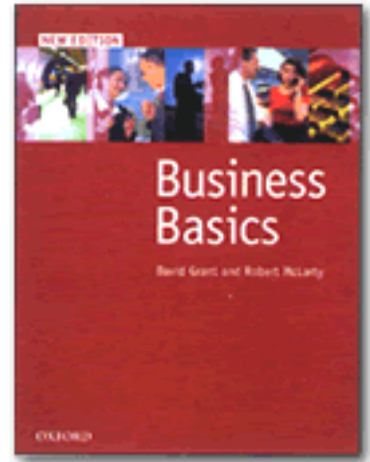


Business Resources

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
----------	--------------	---------

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

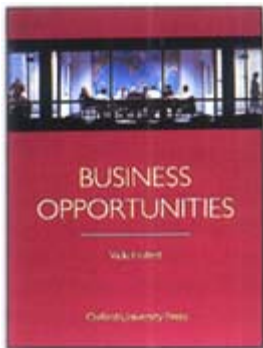
Vicki Hollett, Intermediate

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



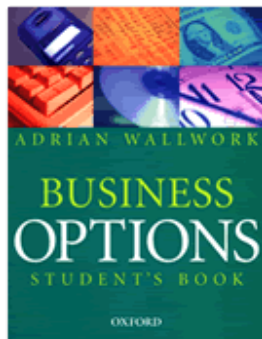
Business Resources

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.

Oxford English for Information Technology		
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

Accounting.....	13
Business Basics.....	16
Business Basics Cassettes.....	16
Business Objectives.....	16
Business Opportunities.....	16
Business Options.....	17
Business Venture.....	17
Basics of Economics.....	12

Big Business Pack.....	9
Biz-Tak 1.....	10
Biz Talk 2.....	10
Business Communications.....	3
Business English Frameworks.....	2
Business Law.....	9
Business Roles 1 and 2.....	2
Business Vocabulary in Use.....	3
Cambridge Business English Activities.....	3
Career Enhancement Pack.....	9
Careers.....	15
Children's Dictionary of Occupations.....	15
Communicating in Business.....	2
Company to Company.....	2
Decisionmaker.....	4
Economics: Concepts.....	12
Economics: It's Your Business.....	12
Economics Video.....	12
Effective Meetings.....	8
Effective Negotiating.....	8
Effective Presentations.....	8
Effective Socializing.....	8
Effective Telephoning.....	8
Elementary Economics: Life Skills Series.....	11
English ASAP.....	18
English For Business Studies.....	4
English For Int. Banking.....	4
Englis For Int. Negotiations.....	4
English In Medicine.....	4
Essential Telephoning in Eng.....	4
Further Ahead.....	6
Get That Job.....	9
Getting Ahead.....	6
How to Form Your Own Michigan Business.....	10
How to Incorporate and Start A Business.....	10
How to Make a Michigan Will.....	10
Infotech.....	5
Internet and Internet Basics.....	14
Learning HTML.....	14
Marketing.....	9
Math Skills for the Workforce.....	13
Meeting Objectives.....	7
Michigan Law for Everyone.....	10
Necessary Skills for the Workplace.....	5
New International Business Eng.....	7
No Brainers on Creating Web Pages.....	14
No Brainers on Interviewing.....	9
Oxford Business English Skills.....	8
Oxford Dictionary of Bus English.....	10
Oxford English for Info Tech.....	17
Professional Presentations.....	7
Quick Work.....	5
Skills for Success.....	15
Speaking of Survival.....	15
Speaking Up At Work.....	15
Staying Ahead.....	6
Teaching Business English.....	17
Telephoning in English.....	7
Welcome!.....	5
Words at Work.....	5
Workforce: Building Success.....	13
You're the Boss.....	13

Ordering Information

**All Orders Should be Addressed to:
Caswell & Caswell
3571 Newgate
Troy, MI 48084**

WHEN ORDERING BY PHONE please let us know if a confirming purchase order will be sent. This will help us avoid possible problems with duplicate orders.

To Order Toll Free Call: 1-800-757-7668

To Order by Fax 1-248-646-4359

METHOD OF SHIPMENT will be United Postal Service unless special request is made by the customer or we see a need to ship via another service.

SHIPPING AND HANDLING CHARGES are typically 10% of the total order. There is a \$4.50 minimum charge. Residential customers have a minimum charge of \$5.25

ORDERS FROM INDIVIDUALS should be prepaid. Be sure to include state sales tax.

**ALL CHECKS OR MONEY ORDERS MADE PAYABLE TO:
CASWELL & CASWELL**

ORDERS FROM EDUCATIONAL INSTITUTIONS should include a purchase order number when possible and must be on either official stationary or an official purchase order form.

**CLASSROOM DISCOUNTS ARE AVAILABLE.
PLEASE CALL FOR INFORMATION.**

EXAMINE ALL MATERIALS AS SOON AS RECEIVED! Notify us of damaged or missing items immediately.

ALL RETURNS MUST BE AUTHORIZED BY CASWELL & CASWELL. Permission to return should be requested and authorized in writing. We will not issue credit on unauthorized returns. All returned material must be in perfect, unmarked, saleable condition.

ALL PRICES IN THIS CATALOG are subject to change because of possible producer price changes. We bill at the producer's latest selling price. In case of a sizable increase in price, we will notify prior to shipment for confirmation.

