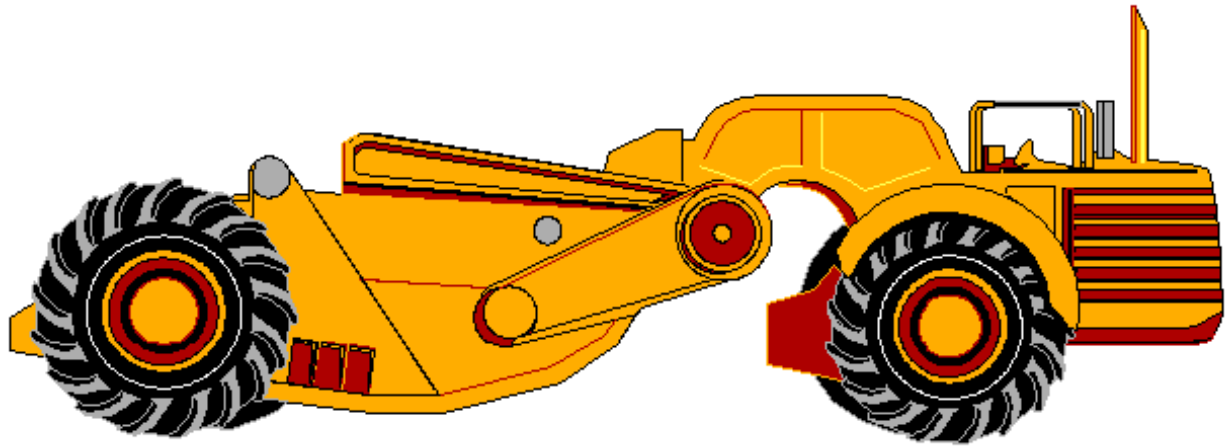


Careers

and How to Prepare for Them



Business English
Lower Level Learners
Alternative Education
Effective Telephoning
Business Communications

Caswell & Caswell

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*.

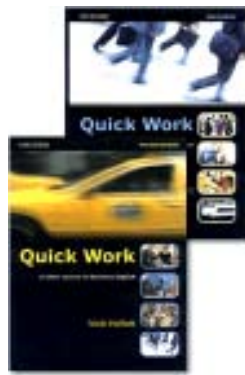
Quick Work

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.

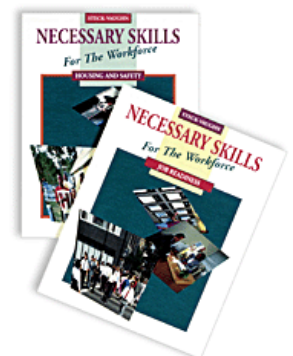
657202CA	Student's Book	\$20.00
657199CA	Teacher's Book	\$21.00
657180CA	Audio Cassette	\$23.00
657172CA	Audio CD	\$23.00

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



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



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	\$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	\$21.00
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Troy, MI 48084**

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PLEASE CALL FOR INFORMATION.**

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