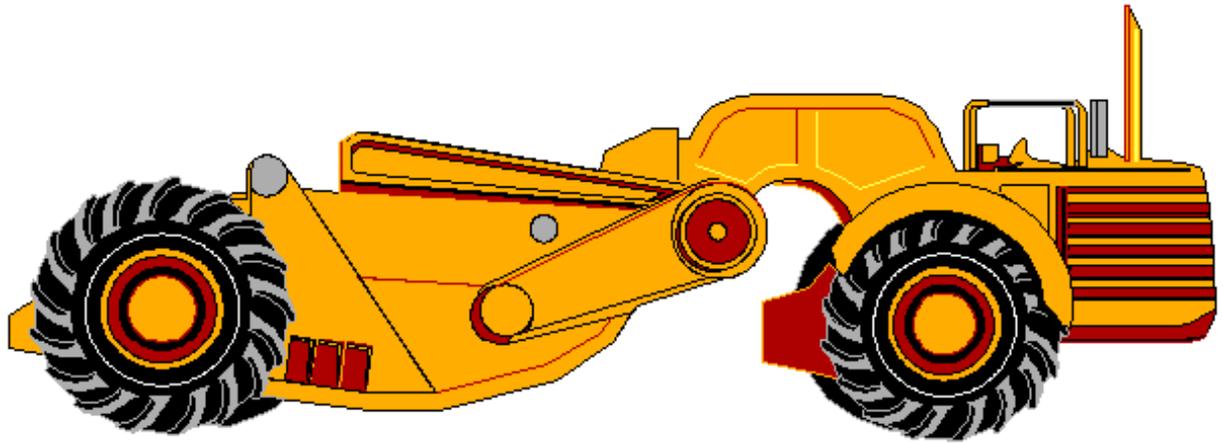


Careers

and How to Prepare for Them



Business English
Lower Level Learners
Alternative Education
Effective Telephoning
Business Communications

Caswell & Caswell

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

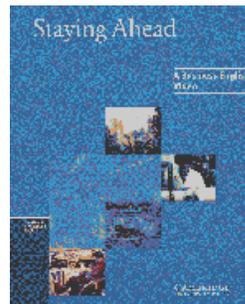
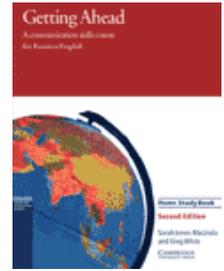
Sarah Jones-Macziola, Greg White

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.

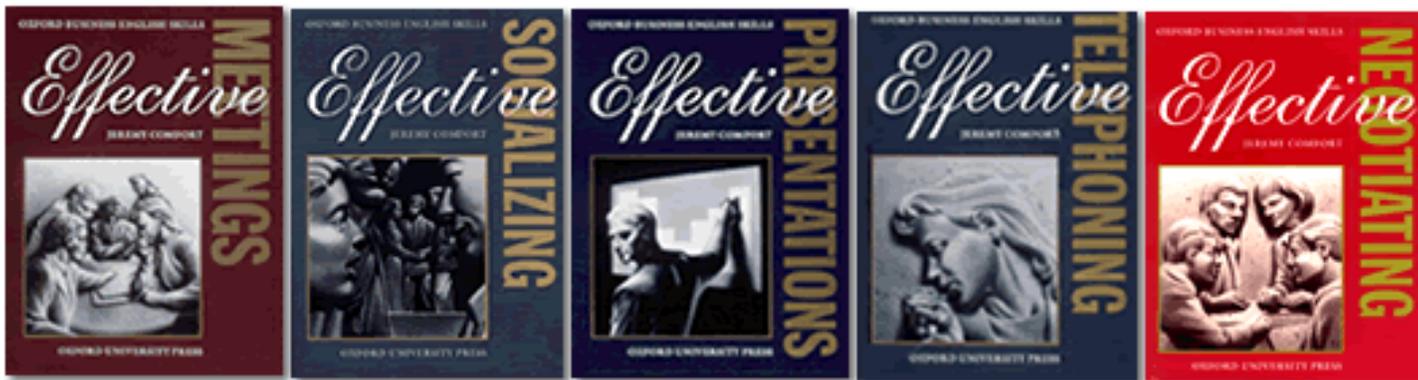


The **New International Business English Video** has been designed to be used with the highly successful course of the same name. The Video contains 12 dramatized sequences and 3 documentary ones. The dramatized sequences take a light and humorous approach to the aspects of communication that most directly 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

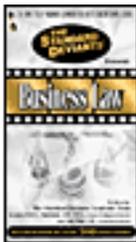
Leo C. Moerson, J.D., C.P.A. & Amy Fine, J.D.

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

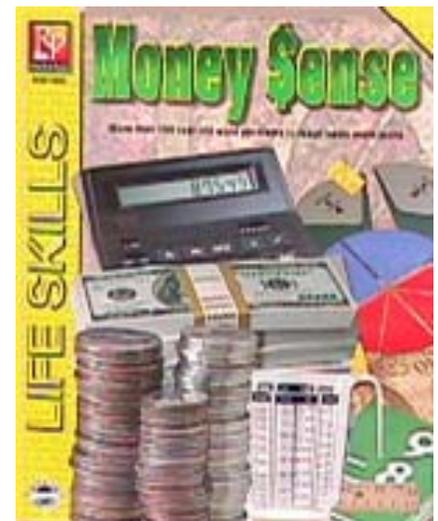
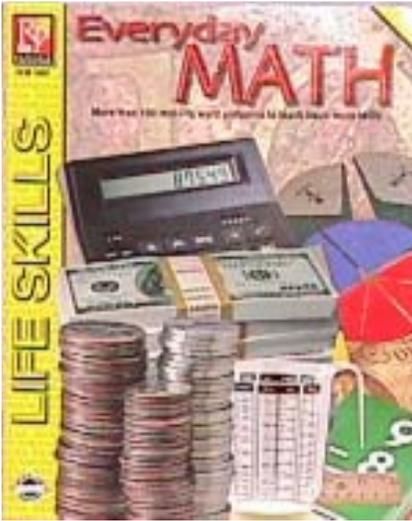
No-Brainers on Interviewing guides you through the interviewing process from preparing for the interview to accepting an offer. This tape includes sections on communicating your message, understanding the interviewer and getting the salary you want.

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



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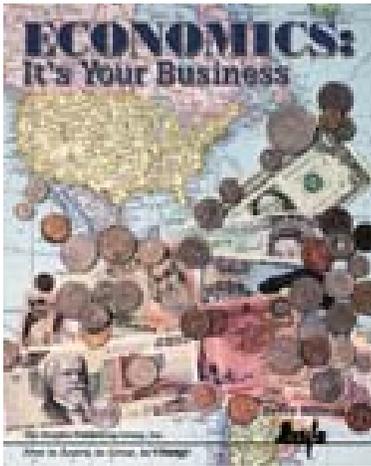
INDEPENDENT LIVING WORDS - is loaded with practical, fun and easy-to-use activities that focus on over 50 essential vocabulary and real-life situations to help students become more confident and independent. Key words are introduced, then reinforced through exercises in filling out Warranty Registration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

REM930D	Independent Living Words	\$5.95
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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
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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.

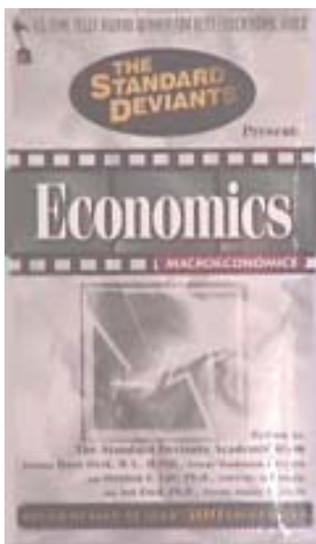
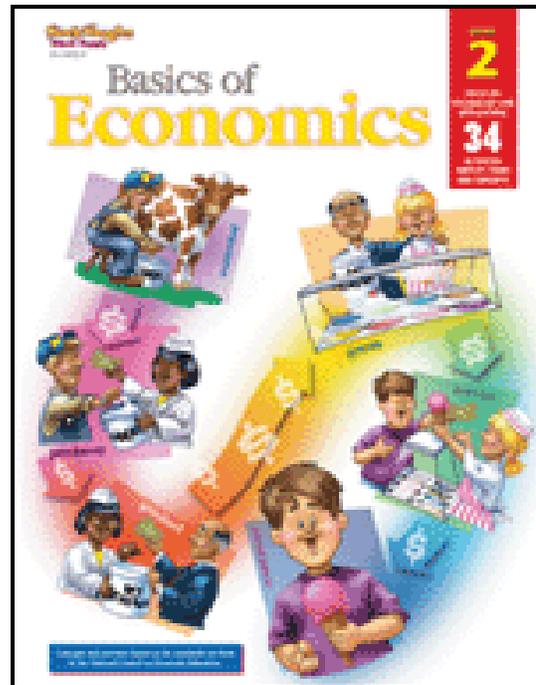
60476PP	Student Book	1-9 copies	\$20.99
		10+ copies	\$18.95
60484PP	Workbook	1-9 copies	\$8.99
		10+ copies	\$8.99
60492PP	Teacher Guide	1-9 copies	\$8.99
		10+ copies	\$8.99

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



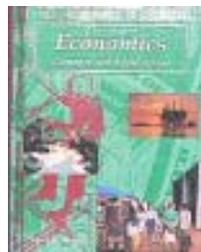
ECONOMICS - MACRO

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

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

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

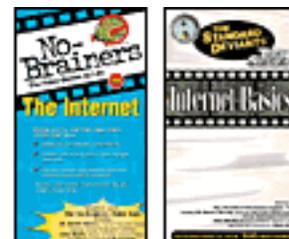
Dr. Kerric Harvey, John Barth & Mark Reilly.

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

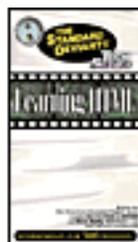
Paul J. DeMalo, Web Pro & Mark Reilly, Web Expert

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	\$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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