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ABSTRACT

Volume 2 of the two-volume annotated bibliography provides a partial listing of available materials for curriculum and instructional enrichment in distributive education. The grouping of all materials was made according to the U. S. Office of Education Classification of Instructional Programs for Distributive Education. Alphabetized by title under each subject area, the materials are further classified by type: book, slide, film, tape, record, transparency, booklet, or kit. The annotation includes, wherever possible, the grade level of material (secondary, collegiate, adult), length, cost, date published, publisher, suggested time of use, summary description, available instructor material and tests, and objectives. This volume provides listings for the following subject areas: general merchandise (subtopics: marketing, retailing, and salesmanship); hardware, building materials, farm and garden supplies, and equipment; home furnishings; hotel and lodging; industrial marketing; insurance; international trade; personal services; real estate; recreation and tourism; transportation; other retail trade; other wholesale trade; and other instructional programs (subtopics: accounting/recordkeeping, business law, business math, careers, consumer education, data processing, distributive education, economics, ecology, executive development, job orientation, personality development/public relations). (M#)

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A NATIONAL STATE OF THE ART STUDY OF CURRICULUM
INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION

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VOLUME II

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MARKETING

Title ADVERTISING & MARKETING
Author _____ **Date Pub.** _____
Publisher The Center for Cassette Studies, Inc.
8110 Webb Avenue, North Hollywood, CA 91605
Teacher or Student Material Student **Cost** \$12.95 **Length** Cassette 28 minutes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Experts discuss the importance of advertising to the economy. The importance of strong management and of test marketing is emphasized, and determination of the advertising budget is discussed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title AMERICAN MARKETING
Author William J. Shultz **Date Pub.** 1961
Publisher Wadsworth Publishing Co., San Francisco, CA
Teacher or Student Material Student **Cost** _____ **Length** 655 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book covers the "whys" of marketing as well as its "whats" and "hows." Besides gaining an understanding of marketing activities, one learns about the business organizations that perform these activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ANALYSIS FOR MARKETING DECISIONS
Author John M. Ivancevich and James H. Donnelly Date Pub. 1970
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student Cost \$9.50 Length 397 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book has been written for use as an introductory textbook for college and university courses in marketing problems, marketing policy, marketing management, quantitative analysis for marketing and marketing planning. It is oriented toward the factors in marketing decision making that can be qualified.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title ANALYTICAL MARKETING
Author Marshall Freime and Leonard S. Simon Date Pub. 1970
Publisher Harcourt, Brace & World, Inc., 750 Third Avenue, New York, NY 10017
Teacher or Student Material Student Cost Length 276 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Analytical Marketing is not intended to be merely a survey of management science applications in marketing, although a great many applications are covered. Rather, it is designed for the student who wishes to investigate the structure of representative marketing models, to determine the critical factors in their design and application, and to assess their adequacy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title APPLICATION OF MANAGEMENT SCIENCE IN MARKETING
Author David B. Montgomery and Glen L. Urban **Date Pub.** 1970
Publisher Educational Book Division, Prentice-Hall, Englewood Cliffs, NJ 07632
Teacher or Student Material Student **Cost** **Length** 481 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Interprets a variety of examples involving the newest and most promising models of management science applications. The book is problem-centered rather than technique-centered, and encourages new and imaginative ideas. It emphasizes marketing problems and the development of models to solve them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ATTITUDE MEASUREMENT FOR MARKETING STRATEGIES
Author G. David Hughes **Date Pub.** 1971
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student **Cost** \$3.95 **Length** 177 pages
Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Applications and limitations of attitude measurement are presented to aid the marketing strategist in becoming a sophisticated consumer of attitudinal research, able to intelligently contract for research, and evaluate data collected by others before making a decision. The text lends insight into the problems of planning attitudinal research.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A BASIC BIBLIOGRAPHY ON MARKETING RESEARCH

Author American Marketing Association Date Pub. 1963

Publisher 230 North Michigan Avenue, Chicago, IL

Teacher or Student Material both Cost \$6.00 Length 182 pages

Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES: To provide an up-to-date annotated set of references in the area of marketing research.

SUMMARY DESCRIPTION: Includes not only references pertaining directly to marketing research, but also references dealing with concepts and methods in related areas directly applicable to marketing problems. Accordingly, this bibliography attempts to bring together the principal literature of current interest from a wide variety of sources.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC MARKETING - CONCEPTS, DECISIONS AND STRATEGIES

Author Richard R. Still and Edward W. Cundiff Date Pub. 1971

Publisher Educational Book Division, Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student Cost _____ Length 627 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Offers a solid foundation in marketing concepts and a complete explanation of marketing problems and research. The interpretations are lucid and logical, with many descriptive examples based on recent marketing procedures. Provides complete coverage of the broad subject of basic marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC MARKETING: A MANAGERIAL APPROACH
Author E. Jerome McCarthy and A. A. Brogowicz **Date Pub.** 1971
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** **Length**
Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses marketing from the managerial point of view.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Objective Tests, and Workbook.

Title BASIC MARKETING - A STRATEGIC SYSTEMS APPROACH
Author George D. Downing **Date Pub.** 1971
Publisher Charles E. Merrill, Columbus, OH
Teacher or Student Material Student **Cost** **Length** 434 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is about marketing and the modern business firm viewed from a new and exciting perspective. It deals with the ways our ever-changing world affects the firm. It views marketing from the firm's viewpoint, and from a managerial, strategic perspective.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BEGINNING OF MARKETING THOUGHT IN THE UNITED STATES

Author Paul D. Converse Date Pub. 1959
Bureau of business Research

Publisher The University of Texas, Austin, TX 78712

Teacher or Student Material Student Cost \$1.50 Length 89 pages

Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A short history of the early field of marketing. Introduces the men who made the early studies and who wrote the first books, articles, and pamphlets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BIBLIOGRAPHY FOR MARKETING, DISTRIBUTION & DISTRIBUTIVE EDUCATION 1968-71

Author Jerome Leventhal Date Pub. 1971
Epsilon Delta Epsilon, Distributive Education Department

Publisher Temple University, 316 Seltzer Hall, Philadelphia, PA 19122

Teacher or Student Material Both Cost Free Length 121 pages

Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Contains resources in the areas of marketing and distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BRADFORD'S DIRECTORY OF MARKETING RESEARCH AGENCIES
Author Ernest S. Bradford **Date Pub.** 1971
Bradford's Directory of Marketing Research Agencies
Publisher P. O. Box 276, Fairfax, VA 22030
Teacher or Student Material Both **Cost** **Length** 288 pages
Grade Level Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Provides manufacturers, advertising agencies, and others with a list and description of reliable market research agencies in the U. S. and abroad. Every effort has been made to insure correct and up-to-date information about the facilities available from each organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BRAND STRATEGY IN U.S. FOOD MARKETING
Author William Applebaum and Ray A. Goldberg **Date Pub.** 1967
Publisher Graduate School of Business Administration, Harvard University, Boston, MA
Teacher or Student Material Student **Cost** \$2.00 **Length** 86 pages
Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION. Booklet containing two papers dealing with related aspects of the brand problem in the United States. The Applebaum paper presents in historical perspective the role of food manufacturers' and distributors' brands in the United States. The other paper, entitled "Dynamic Brand Strategies," is based on a broad study by Ray A. Goldberg of agribusiness coordination in three commodity systems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASE STUDIES IN MARKETING: AN ANNOTATED BIBLIOGRAPHY AND INDEX

Author Linda and Barry Berman Date Pub. 1971

Publisher Scarecrow Press, Metuchen, NJ

Teacher or Student Material Teacher Cost _____ Length 211 pages

Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES: To aid the user in selecting relevant case studies for his particular need.

SUMMARY DESCRIPTION: Approximately 1400 case studies from 28 texts in marketing have been indexed and annotated, making available a variety of material in one volume.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASE STUDIES IN MARKETING AND DISTRIBUTION

Author Ralph Mason, Gerald Topp and Patricia Rath Date Pub. 1965

Publisher Interstate Printers & Publishers, Danville, IL

Teacher or Student Material Student Cost _____ Length 179 pages

Grade Level Secondary Suggested Time of Use 1 sem.

OBJECTIVES: The objectives of these cases are to encourage students to: single out the important and salient facts; organize them in logical relationships; recognize issues and current developments; consider alternatives and weigh them; and develop a pattern of arriving at business decisions.

SUMMARY DESCRIPTION: These 25 case studies in marketing and distribution are taken from actual experience. The purpose of these studies is to assist distributive education and other marketing students in making valid decisions based on sound judgments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASES IN MARKETING
Author C. J. Dickson, A. Kroeger and L. C. Lockley Date Pub. 1971
Publisher Allyn and Bacon, Boston, MA
Teacher or Student Material Student Cost _____ Length 374 pages
Grade Level College Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION. The cases in this book are based on business problems that the authors and their research assistants have collected. The authors believe that the cases are short enough to be analyzed without an extensive background.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS.

Title CASES IN MARKETING MANAGEMENT
Author Edward C. Burns Date Pub. 1965
Publisher Education Development, Prentice-Hall, Englewood Cliffs, NJ 07632
Teacher or Student Material Student Cost _____ Length 116 pages
Grade Level _____ Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION. Incorporates the results of recent research and developments in the study and practice of marketing.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS: Instructor's Manual

Title CASES AND READING IN MARKETING

Author Richard H. Buskirk Date Pub. 1970

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student Cost _____ Length 329 pages

Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Contains readings on all aspects of marketing. They are outlined and pertinent questions are answered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title COMMUNICATIONS FOR LEADERSHIP

Author Edward S. Scannell Date Pub. 1970

Publisher Gregg/No. 100 Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student Cost \$3.00 Length _____

Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Contains six chapters. The first 3 deal with the general aspects of communications that the student will use in performance of most of his day-to-day activities. Remaining chapters deal with communications in 3 specific situations each one of which is vital to every businessman: business meetings, public speaking and written communications.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Key (\$1.60)

Title COMMUNICATIONS IN MARKETING
Author Hallie C. Jimerson and Ken L. Rowe Date Pub. 1971
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student Cost \$2.04 Length 124 pages
Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to prepare students for sales-supporting jobs in virtually all occupational areas. These marketing-oriented jobs cut across the vocational grid and include such diversified work as retail stores, selling, service station operations, agricultural supply store selling, and restaurant management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual & Key (\$2.00), Objective Tests, General Methodology Manual, and Occupational Manuals & Projects in Marketing

Title COMPETE: A DYNAMIC MARKETING SIMULATION
Author A. J. Faria, D. G. Jonstone and R. O. Nulsen Date Pub. 1973
Business Publications, Inc.
Publisher 4347 South Hampton Road, box 24746, Dallas, 75224
Teacher or Student Material Student Cost _____ Length _____
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Involves the marketing operations of hypothetical companies in an industry that produces and markets sound systems (hi-fis, stereos, etc.). The varied marketing decisions that must be made involve the companies (teams) in the decision-making processes which vividly bring alive the marketing "tools" previously developed by students. Each industry consists of five teams. Each team ideally consists of three to five members. As many industries as are necessary can be formed to accommodate individual teachers. Any computer with a full FORTRAN compiler can accommodate the program for COMPETE.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title COMPETITION IN THE FARM MARKET
Author Stern and Grabner Date b. 1970
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student Cost \$3.10 Length 160 pages
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Written from a marketing-oriented perspective, it examines the strengths and weaknesses of currently applied industrial organization analysis so that present and future business managers can recognize the functional properties of such analysis. It also reviews and re-evaluates the efforts of federal agencies charged with the task of enforcing antitrust legislation.

AVAILABLE INSTRUCTIONS MATERIAL AND TESTS:

Title CONSUMER BEHAVIOR AND MARKETING MANAGEMENT
Author James H. Myers and William H. Reynolds Date Pub. 1967
Publisher Houghton Mifflin Company, Boston, MA
Teacher or Student Material Student Cost _____ Length 336 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: (1) To select from the vast body of knowledge about human behavior those concepts and principles which seem to have particular relevance to the understanding of consumer buying behavior; and (2) To illustrate the relevance and application of these basic behavior principles to the buying situation by examples from current marketing practice.

SUMMARY DESCRIPTION: Concepts pertaining to sensory and perceptual processes, learning, memory, and cognition; motivation and emotion; cultural and social group interaction; and family characteristics are reviewed and interpreted in a marketing concept. This book bridges the gap between selected aspects of the behavioral sciences and decision making in marketing.

AVAILABLE INSTRUCTIONS MATERIAL AND TESTS:

Title CRITERIA TO ASSIST USERS OF MARKETING RESEARCH
Author _____ **Date Pub.** 1962
Publisher American Marketing Association, 230 North Michigan Avenue, Chicago, IL
Teacher or Student Material Student **Cost** \$2.00 **Length** 21 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A basic guide primarily for the buyer of research services to whom marketing research practices are new. Covers both methodological and ethical considerations. Presents questions buyers should ask and the type of answers they should receive.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title DATA PROCESSING IN MARKETING
Author Marle Wood **Date Pub.** 1971
Publisher Clegg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$2.13 **Length** 132 pages
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Before the young worker can begin to perform data processing activities, he must first understand its concepts and principles. The first two chapters of this text-workbook provide the conceptual foundation. The student recognizes and identifies his role in the origination, input, manipulation, or output stages of the data processing cycle.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS: Teacher's Manual and key (\$2.00), General Methodology Manual.



Title DEVELOPMENT OF MARKETING THEORY
Author George Schwartz **Date Pub.** 1963
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$4.50 **Length** 152 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Analyzes a number of approaches to the development of marketing theory to determine: (1) the progress achieved in the development of empirically valid marketing theory, and (2) how empirically valid marketing theory can best be developed in the future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE ENVIRONMENT OF MARKETING BEHAVIOR
Author Robert S. Hancock and Robert J. Holloway **Date Pub.** 1969
Publisher John Wiley & Sons, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 442 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is a selection of readings. The criteria for selections are as follows: (1) that the article contributes to the basic framework and knowledge of marketing, (2) that the article be more or less timeless insofar as the concepts expressed, and/or (3) that the article be one around which discussion or controversy could evolve in the classroom setting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ESSENTIALS OF MARKETING MANAGEMENT
Author Joe Kent Kerby Date Pub. 1970
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student Cost \$10.75 Length 696 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasis is on development of analytical patterns of thinking. Acquaints the student with the type of problem he will encounter in modern-day marketing and gives the student an understanding of the decision-making process and its utilization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Examinations Booklet

Title ESSENTIALS OF MARKETING MANAGEMENT
Author Ross F. Trump Date Pub. 1966
Publisher Houghton Mifflin Co., Boston, MA
Teacher or Student Material Student Cost _____ Length 140 pages
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Each chapter represents the best efforts of an authority who regularly teaches, conducts research, and/or engages in consulting work in the area about which he has written. This material presupposes some knowledge of marketing and dispenses with descriptions of institutions or treatment of functions. It supplies the potential marketing executive with fact and argument intended to stimulate analysis of marketing problems to guide in developing solutions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXECUTIVE ACTION IN MARKETING
Author Alfred R. Oxenfeldt **Date Pub.** 1966
Publisher Wadsworth Publishing Co., Belmont, CA
Teacher or Student Material Student **Cost** _____ **Length** 817 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Aims at a substantially different mix of materials dealing with marketing management. Its main stress is on applicable concepts and research techniques; it also develops models or organizational frameworks that lend form to subjects usually treated as catalogs of diverse activities. This is especially the case with the subjects of product planning, sales management, and marketing channels.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FACTS FOR MARKETERS
Author U. S. Department of Commerce **Date Pub.** 1966
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** \$.50 **Length** _____
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Published in 9 regional volumes, this is a series of 100 Standard Metropolitan Statistical Area market studies. Designed to bring together useful marketing information in a standard format for use in market analysis, each of the SMSA studies presents selected data from Government sources on population and housing, characteristics, employment, income, industry sales by retail, wholesale and selected service trades.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 50 YEARS OF MARKETING IN RETROSPECT

Author Paul D. Converse Date Pub. 1959

Bureau of Business Research

Publisher The University of Texas, Austin, TX 78712

Teacher or Student Material Student Cost \$1.50 Length 104 pages

Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The story of business and particularly of market distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FUNDAMENTALS OF MANAGERIAL MARKETING

Author Dwight L. Gentry and Donald R. Shawver Date Pub. 1964

Publisher Simmons-Boardman, New York, NY

Teacher or Student Material Student Cost _____ Length 557 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the fundamentals of managerial marketing. Bridges the gap between the traditional study of marketing and the broader interdisciplinary approach that is now emerging.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FUNDAMENTALS OF MARKETING
Author William J. Stanton **Date Pub.** 1971
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** _____ **Length** 729 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The central theme of this book is that marketing is a total system of business action rather than a fragmented assortment of functions and institutions. While some attention is directed to the role of marketing in our socioeconomic system, the book is written largely from the viewpoint of management in an individual firm.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title FUNDAMENTALS OF MARKETING:
ADDITIONAL DIMENSIONS, SELECTIONS FROM THE LITERATURE
Author James F. Robb and Jack L. Taylor **Date Pub.** 1971
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** _____ **Length** 561 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Provides additional insights, views, and concepts of basic marketing subjects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INNOVATIONS IN MARKETING
Author Theodore Levitt Date Pub. 1962
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student Cost _____ Length 253 pages
Grade Level? Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Conceives of marketing not as a business function but as a profit-building view of the entire business process. This book clearly distinguishes between selling and marketing and suggests that a strictly sales-oriented approach to doing business can be suicidal.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO MARKETING
Author Robert A. Grayson and Reynold A. Olsen Date Pub. 1971
Publisher Appleton-Century-Crafts, New York, NY
Teacher or Student Material Student Cost _____ Length 427 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a basic understanding of what marketing is and how it is used in our business environment. It is action oriented. After covering the fundamental concepts that apply to a particular function of marketing, the author has attempted to indicate the course of action that should be followed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual, Study Guide and workbook



Title INTRODUCTION TO MARKETING: AN ADMINISTRATIVE APPROACH

Author John H. Darling and Harry A. Lipson Date Pub. 1971

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student Cost _____ Length 848 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To introduce students to the broad field of marketing and to the basic responsibilities held by marketing executives in business firms.

SUMMARY DESCRIPTION: Describes and analyzes the complex subject matter by using concepts and illustrations that readily facilitate an understanding of the material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study Guide and Casebook

Title INTRODUCTION TO MARKETING MANAGEMENT

Author S. H. Rewoldt, J. D. Scott, and M. R. Warshaw Date Pub. 1969

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student Cost _____ Length 718 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Designed for a first course in marketing management. It introduces students to the approaches and problems of marketing decision making under conditions of uncertainty. In general, an analytical rather than descriptive approach is taken. Only essential descriptive material necessary to marketing decision making is provided.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO THE MARKETING SYSTEM
Author Robert W. Frye **Date Pub.** 1973
Publisher Canfield Press, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 340 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This text covers all topics necessary to the student's introduction to marketing as a system and product life cycle. This technique avoids traditional compartmentalization of the subject matter, thereby easing the instructor's burden in demonstrating that marketing is an integrated whole rather than a collection of separate topics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO MODERN MARKETING
Author Karl A. Elling **Date Pub.** 1969
Publisher Macmillan Co., New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 431 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is intended as a practical guide to a field of business administration that is rapidly becoming the central managerial function, namely, marketing. Its substance is reflected in the already familiar concepts of systems management, the total approach, the marketing concept, as well as new and original concepts such as directive production-consumption, the product model, and others that provide the frame of reference for this book.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Study Guide

Title INTRODUCTORY MARKETING
Author Snykay and Breibart Date Pub. 1971
Publisher Macmillan Co., New York, NY
Teacher or Student Material Student Cost _____ Length 298 pages
Grade Level Adult Suggested Time of Use _____

OBJECTIVES: To help the student better understand the field of marketing through personal involvement in marketing decision making.

SUMMARY DESCRIPTION: Programmed instruction. Each chapter of this program consists of a short introductory statement, frames, a case study, a pre-and post-test, test answers and panel material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LEGAL ASPECTS OF MARKETING
Author Marshall C. Howard Date Pub. 1964
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student Cost _____ Length 173 pages
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Explores the significant ways in which the law impinges upon the marketing process and, consequently, upon the decision making of the marketing manager. It summarizes the basic laws with which students and marketers should be aware of.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LESSONS IN MARKETING FROM ABROAD

Author _____ **Date Pub.** 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student **Cost** \$60.00 **Length** 36 slides

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of color slides from Western Europe, Asia and from behind the Iron Curtain relating merchandising and marketing techniques employed elsewhere to the American experience. Emphasis is on developments in the Youth Market, creative promotions and displays, on insights into selling, personnel and merchandising practices that have relevance to the American experience.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS:

Title MANAGEMENT PERSPECTIVES IN MARKETING

Author Louis E. Boone **Date Pub.** 1972

Publisher Dickenson Publishing, 10561 Ventura Boulevard, Encino, CA 91316

Teacher or Student Material Student **Cost** _____ **Length** 452 pages

Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: encompasses a total framework for the marketing decision maker. Emphasis is placed on material from the behavioral sciences and from the quantitative areas. The selections represent a blend of timeless classics and recently published articles analyzing the emerging areas of marketing.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS:

Title MANAGERIAL ANALYSIS IN MARKETING

Author Frederick Sturdivant, et al **Date Pub.** 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student **Cost** \$10.95 **Length** 756 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: To develop analytical skill in managing consumer and industrial marketing activities.

SUMMARY DESCRIPTION: Offers an extensive foundation in marketing management analysis written by a distinguished group of specialists. A multi-authored text which gives in-depth coverage to subjects that are vital to a comprehensive understanding of marketing, both within the firm and within the contexts of society and the competitive system.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS: Instructor's Manual

Title MANAGERIAL MARKETING: PERSPECTIVES AND VIEWPOINTS

Author Eugene J. Kelley and William Lazer **Date Pub.** 1962

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student **Cost** **Length** 717 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is intended to be used in educating students and administrators in analyzing marketing problems in the face of an increasing rate of business and social change. The articles incorporate a managerial focus, emphasize problem solving, and adopt an interdisciplinary approach to the management of marketing effort.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title MANAGERIAL MARKETING: POLICIES AND DECISIONS
Author Taylor Meloan, Samuel Smith and John Wheatley Date Pub. 1970
Publisher Houghton Mifflin Co., Boston, MA
Teacher or Student Material? Student Cost _____ Length 575 pages
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The book is divided into 10 parts: (1) the nature and scope of marketing; (2) the marketing environment; (3) international markets; (4) behavioral concepts; (5) marketing planning and strategy; (6) new perspectives on the functions of marketing management; (7) facilitating marketing decision making; (8) societal aspects of marketing; (9) legal issues in marketing; and (10) success and failure in the marketplace. The ten parts of this book correspond to the topical coverage of most major texts in marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGING THE MARKETING FUNCTION
Author John V. Ruthsall Date Pub. 1969
Publisher John Wiley & Sons, New York, NY
Teacher or Student Material? Student Cost _____ Length 636 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on the process of management in marketing. It also deals with the issues and considerations dealt with when decisions are made and the analytical tools and procedures that are useful in improving the likelihood that the right decisions are made. The coverage of the book is limited to marketing in manufacturer enterprises.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKET SEGMENTATION: CONCEPTS AND APPLICATIONS
Author M. A. Cayley, J. F. Engel and H. F. Florigillo **Date Pub.** 1972
Publisher Holt, Rinehart & Winston, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 486 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with market segmentation. The readings are organized in a logical sequence and aided by essays and editorial introductions of considerable merit in themselves. The readings reflect the economic segmentation—a topic which is becoming increasingly viewed as a key concept in marketing science.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING
Author Theodore N. Beckman and William R. Davidson **Date Pub.** 1967
Publisher Ronald Press, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 872 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: (1) To present a clear-cut picture of the development and present status of the marketing system in the U. S.; (2) To analyze critically the totality of the marketing process, the various essential functions performed, and the numerous and varied types of institutions performing them; and (3) To examine the major policies that underlie the various activities of marketing institutions, with emphasis on the business and social implications of such policies.

SUMMARY DESCRIPTION: Emphasizes the social and economic aspects of marketing and their many implications. At the same time, a balanced treatment of marketing management is offered, providing the student with an understanding of and regard for the problems of marketing management without resorting to a technical discussion of decision-making processes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING
Author Delbert Duncan and Charles F. Phillips **Date Pub.** 1965
Publisher Richard D. Irwin, Inc., 1816 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** **Length** 865 pages
Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: The topics discussed are: 1) marketing: nature, scope and importance; 2) market for consumer goods; 3) retailing consumer goods; 4) wholesaling consumer goods; 5) marketing industrial goods; 6) marketing policies and practices; and 7) marketing activities and the government.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING IN ACTION - A DECISION GAME
Author Ralph L. Day **Date Pub.** 1968
Publisher Richard D. Irwin, Inc., 1816 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** **Length** 125 pages
Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on marketing problems without completely eliminating other aspects of the firm. This enables the participants to feel that they are operating a business firm in which marketing plays a major role, rather than operating a marketing department out of context.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING ASPECTS OF CAPITAL - EQUIPMENT LEASING
Author Peter D. Bennett **Date Pub.** 1961
Bureau of Business Research
Publisher The University of Texas, Austin, TX 78712
Teacher or Student Material Student **Cost** \$1.00 **Length** 76 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The effect that a leasing program has upon the marketing organization of a lessor of equipment is the focal point of this study. Leasing only as practiced by marketers of capital equipment is considered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING IN BUSINESS MANAGEMENT
Author C. McFerron Gittinger and Steven J. Shaw **Date Pub.** 1963
Publisher Macmillan Co., New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 472 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Describes and discusses many of the most significant developments in the practice of modern marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING IN A CHANGING ENVIRONMENT
Author Robert S. Hancock and Robert J. Holloway **Date Pub.** 1968
Publisher John Wiley & Sons, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 498 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: To explain why marketing exists in this and other economies and why it adjusts and changes to meet social and economic needs.

SUMMARY DESCRIPTION: In this book marketing is conceived as a social/economic phenomenon. It adjusts and adapts to needs through the set of forces generated by its environment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING CHANNELS: A SYSTEMS VIEWPOINT
Author William G. Moller and David L. Wilemon **Date Pub.** 1971
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** \$5.95 **Length** 393 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Selected to present a broad overview of channel systems, the readings in this volume show the historic and evolutionary aspects of distribution channels, the environment factors that cause channel evolution, and the current viable concepts and theories of distribution channel systems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING: CONCEPTS AND STRATEGIES
Author Martin Bell **Date Pub.** 1972
Publisher Houghton Mifflin Co., Boston, MA
Teacher or Student Material Student **Cost** **Length** 961 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book bridges the gap between traditional elements of the marketing discipline and the dynamic conceptual and strategic aspects of modern marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MARKETING: A CONTEMPORARY ANALYSIS
Author Robert D. Buzzell, Theodore Levitt,
John B. Matthews and Robert E. M. Nourse **Date Pub.** 1972
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** **Length** 786 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Primary emphasis is placed on viewing the marketing process from the perspective of the decision maker. The book begins with a discussion of the nature of marketing and the need for a careful and systematic analysis of customer behavior. It proceeds to an examination of the institutional system of marketing; then it outlines the types of problems involved in marketing management. Finally, it concludes with a discussion of major public policy issues related to marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MARKETING: CONTRIBUTIONS FROM THE BEHAVIORAL SCIENCES
Author Gerald Zaltman Date Pub. 1965
Publisher Harcourt, Brace & World, Inc., 750 Third Avenue, New York, NY 10017
Teacher or Student Material Student Cost Length 103 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To apply the findings of the basic disciplines in the behavioral sciences to marketing. It is intended to help bridge the gap between the research of the behavioral scientist and the practical concerns of the businessman.

SUMMARY DESCRIPTION: The studies and concepts presented in this book suggest various ways in which the flow of influence from producer to consumer may be improved. The research cited casts light on a variety of problems in advertising, distribution and product policies. Particular emphasis is placed upon the diffusion and adoption of innovations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING COOPERATION
Author Date Pub.
Publisher The Center for Cassette Studies, Inc.
8110 Webb Avenue, North Hollywood, CA 91605
Teacher or Student Material Special Student Cost \$12.95 Length Cassette 27 minutes
Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Are the goals of the manufacturer and of the retailer who sells his products different? Representatives of top marketing management and of National Analytic, Inc., discuss this important and provocative question. The manufacturer, it is alleged, concentrates on greater volume, and too often ignores the demands of the consumer. The retailer, it is agreed, is the link between the manufacturer and the consumer. He can, for example, totally resist costly promotional campaign. The experts agree that the manufacturer has to compete for his right to the retailer's shelf space, and discuss whether or not the retailer is overdependent on the manufacturer for the selling of goods.

Title MARKETING DECISION MAKING: A FOUNDATION BUILDING APPROACH
Author Philip Kotler **Date Pub.** 1971
Publisher Holt, Rinehart & Winston, New York, NY
Teacher or Student Material Student **Cost** **Length** 720 pages
Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Assumes that the reader has an elementary acquaintance with the basic ideas of calculus, linear programming, and probability theory. It then uses these tools in the process of developing and solving mathematical statements of marketing problems and processes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING AND DISTRIBUTION
Author Nason, Ross and Rath **Date Pub.** 1974
Publisher George/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** **Length**
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES: To provide a foundation of economic and marketing concepts. In addition, it is designed to be the core of a distributive education program, since it emphasizes specific job opportunities that occur as a product moves from its point of origin to its point of use.

SUMMARY DESCRIPTION: Offers an introduction to all areas of marketing and distribution. Includes performance objectives for each chapter, marketing projects, case studies, and a discussion of the marketing of services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Key and Project Activity Guide

Title MARKETING AND DISTRIBUTION: AN OVERVIEW
Author Daniel S. Warner **Date Pub.** 1969
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Teacher **Student** Student **Cost** **Length** 497 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: (1) To give the student a realistic appreciation of what marketing is, and of its importance to society and the individual; (2) To stimulate the student's interest toward further, more concentrated study in specialized areas; and (3) To provide the broad basic knowledge of marketing and distribution so important to securing a viable job with a manufacturer, wholesaler, retailer, or service firm.

SUMMARY DESCRIPTION The content focuses on domestic marketing. A balance has been maintained between small and large markets, between current marketing practice and advanced management concepts, and between different major institutions and areas of specialization. The emphasis has been placed on such fundamentals as a conceptual framework, customer orientation, personal and nonpersonal selling, channels of distribution, and marketing planning.

AVAILABLE INSTITUTIONS AND TESTS:

Title THE MARKET ECONOMY: AN ANALYTICAL APPROACH
Author John G. Garver and Harold Savitt **Date Pub.** 1971
Publisher Holt, Rinehart & Winston, New York, NY
Teacher or Student Teacher **Student** Student **Cost** **Length** 432 pages
Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES: To create an understanding of a marketing economy.

SUMMARY DESCRIPTION Analyzes the processes and implications of buyers and sellers seeking satisfaction in markets. The analysis is of buyer and seller structure and the private and social aspects and implications of buyer and seller behavior.

Title MARKETING: THE FIRM'S VIEWPOINT
Author S. F. Ottason, W. G. Panschar and J. M. Patterson Date Pub. 1964
Publisher Macmillan, New York, NY
Teacher or Student Material Student Cost _____ Length 718 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a middle ground which is analytic in nature without prematurely involving the beginning student in the superficial solution of businessmen's problems. This should occur before he has developed either a substantive knowledge of the field or certain basic analytic skills.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING HANDBOOK
Author Albert Wesley Frey Date Pub. 1965
Publisher Ronald Press, New York, NY
Teacher or Student Material Both Cost _____ Length 1,000 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to provide a useful guide for every person concerned with the problems of selling and marketing goods and services. It covers not only the various aspects of marketing in domestic and foreign markets, but also the relation of those to questions of management responsibility and company organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING INFORMATION GUIDE
Author U. S. Department of Commerce **Date Pub.** Monthly
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** \$.15 **Length** 27 pages *Approximately*
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: An annotated bibliography of current governmental and non-governmental materials. It is designed to serve the domestic and foreign marketing informational needs of those engaged in or concerned with the sale or purchase of industrial or consumer products and business or personal services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING - AN INTEGRATED, ANALYTICAL APPROACH
Author Roy T. Shaw and Weldon J. Taylor **Date Pub.** 1969
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$11.00 **Length** 834 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: To encourage the student to adopt analytical patterns of thinking regarding marketing problems.

SUMMARY DESCRIPTION: The subject matter in this book builds a conceptual view of marketing as a process that is completely integrated with all business activities. Marketing is pictured as a separate study but not as a function apart from the total business firm.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Tests

Title MARKETING MANAGEMENT
Author Joe Kent Kerby Date Pub. 1970
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student Cost _____ Length _____
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The emphasis is on development of analytical patterns of thinking on a managerial level. Acquaints the student with the type of problems he will encounter in modern-day marketing and gives the student an understanding of the decision-making process and its utilization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MARKETING MANAGEMENT
Author D. Maynard Phelps and J. Howard Westing Date Pub. 1968
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student Cost _____ Length 925 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a comprehensive discussion of the problems encountered by top marketing executives (directors of marketing, vice presidents, sales managers) in modern business concerns. Considers the policies and procedures that may be followed in their solution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING MANAGEMENT & ADMINISTRATIVE ACTION
Author Harper W. Boyd and Stewart Britt **Date Pub.** 1968
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** **Length** 754 pages
Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the many marketing activities of the business firm so that the student can gain an understanding of marketing management and administrative action.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING MANAGEMENT CASEBOOK
Author Harper W. Boyd and Robert T. Davis **Date Pub.** 1971
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Teacher **Cost** **Length** 736 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of cases designed to cover a variety of marketing areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING MANAGEMENT CASES

Author William M. Weilbacher Date Pub. 1970

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student Cost _____ Length 358 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the formulation and execution of marketing strategy. In developing the cases, a major emphasis has been placed on giving them a sense of reality. The cases are long rather than short because reality is dense and ambiguous; short cases miss these central characteristics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title MARKETING AND MANAGEMENT SCIENCE: A SYNERGISM

Author William A. Clark and Donald E. Sexton Date Pub. 1970

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student Cost _____ Length 451 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is structured along problem lines rather than under technique headings. It assumes minimal previous exposure to computers and mathematics. The emphasis is on the application of computers and mathematics to marketing problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING: MANAGEMENT AND SOCIAL CHANGE
Author Robert F. Hartley **Date Pub.** 1972
Intext Educational Publishers
Publisher 257 Park Avenue South, New York, NY 10010
Teacher or Student Material Student **Cost** \$11.95 **Length** 716 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This is a basic book in marketing directed to a new socially-concerned generation. It offers the student a thorough understanding of the environmental forces and the interdisciplinary aspects of marketing. A balanced view of marketing and its role in society is provided throughout; and a discussion of ethical and socially-responsible conduct is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MARKETING MANAGEMENT VIEWPOINTS - COMMENTARY AND READINGS
Author S. G. Walters, M. L. Sweet and M. D. Snider **Date Pub.** 1970
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$5.90 **Length** 551 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES: To provide the reader with a framework for integrating the many diverse elements which, when skillfully combined and implemented, lead to successful marketing management.

SUMMARY DESCRIPTION: Forty-one articles on the following topics: The Marketing environment; Assessing, Planning, and Organizing Marketing Goals and Strategy; Developing and Implementing Tactical Programs; and Measurement and Control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING A NEW PRODUCT

Author Richard L. Orbach, Lloyd A. and Jay Daniel Zif Date Pub. 1971

Publisher Macmillan Co., New York, NY

Teacher or Student Teacher Student not Length 96 pages

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the information analysis, strategy planning, and tactical decision making of four firms entering the market with a new class of frequently purchased consumer products.

AVAILABLE INSTRUCTOR MATERIALS:

Title MARKETING PRINCIPLES

Author Scheuing Date Pub. 1972

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Teacher Cost \$20.00 per volume or 113 transparencies
\$225.00 per set Length 4 volumes

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Provides an overview of the range, depth, and meaning of marketing in modern business. The titles of the 4 volumes are: Vol. I - Fundamentals of Marketing; Vol. II - Channels of Distribution; Vol. III - The Product; and Vol. IV - Price.

AVAILABLE INSTRUCTOR MATERIALS: Teacher guide notes and a Flip-atran Viewer Stage is included with the complete set.

Title MARKETING - PRINCIPLES AND METHODS
Author Delbert J. Duncan and Charles F. Phillips **Date Pub.** 1968
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** **Length** 925 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides not only a description, analysis, and evaluation of our present marketing systems; but also an explanation of the changing environment of marketing and the responses of marketing institutions to these changes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING PROJECTS AND ACTIVITIES
Author Kay B. Brown, J. K. Stoner and G. Henry Richert **Date Pub.** 1970
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$3.06 **Length** 152 pages
Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A text-workbook that provides a source of projects and activities from which a student can select those learning experiences that are appropriate for his career development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (1.60), Project Training Record (1.17)



Title MARKETING RESEARCH

Author Jimmy G. Koeninger Date Pub. 1972

D. S. Materials Lab

Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$3.00 Length 71 pages

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a step-by-step analysis of the methods used in market research to produce a marketing study for entry in National DECA competition. Includes a teaching outline and 31 transparency masters of pages from an award-winning manual.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING RESEARCH - INFORMATION SYSTEMS AND DECISION MAKING

Author Bert A. Schoner and Kenneth P. Uill Date Pub. 1969

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student Cost _____ Length 338 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with obtaining information for both recurring and nonrecurring marketing problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING RESEARCH AND INFORMATION SYSTEMS: TEXT AND CASES
Author Rex V. Brown, Robert D. Buzzell and Donald F. Cox **Date Pub.** 1969
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** **Length** 788 pages
Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES: To provide a basis for learning about the problems involved in the use of marketing information, and about some of the concepts and methods that can be used in resolving these problems.

SUMMARY DESCRIPTION: Deals with the use of marketing information in business management. It is intended to aid marketing managers and students preparing for managerial careers in developing their skills for using information effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING RESEARCH - PRINCIPLES AND READINGS
Author Parker M. Holger **Date Pub.** 1966
Publisher South-Western Publishing Co., 1101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$9.45 **Length** 662 pages
Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES: To give the student a broad perspective of marketing research by providing challenging material for intensive study, evaluation, and discussion.

SUMMARY DESCRIPTION: All major areas of marketing research are presented with an attempt to maintain balance in accordance with the importance of each area in its practical application to the marketing problems of the business enterprise. Fundamental principles of marketing research are presented in condensed form at the beginning of each chapter. These principles are immediately followed by extensive readings on research methods, techniques, and applications as presented by leading authorities and companies throughout the United States.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE MARKETING RESEARCH PROCESS
Author Keith Cox and Ben Enis **Date Pub.** 1972
Publisher Goodyear Publishing Co., Inc.
15113-15 Sunset Boulevard, Pacific Palisades, CA
Teacher or Student Material Student **Cost** \$13.95 **Length** 544 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES: To teach the student how to "use" market research information rather than "how" to do market research work.

SUMMARY DESCRIPTION: The text employs an information/decision model to present the marketing research process in a managerial perspective.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and a Set of Readings (\$5.95)

Title MARKETING RESEARCH - TEXT AND CASES
Author Harper W. Lloyd and Ralph West Fall **Date Pub.** 1972
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** \$12.95 **Length** 828 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is divided into three parts. Part I introduces the student to marketing research. Part II traces a research project from its inception to the final report on the results. Part III is devoted to a discussion of the application of marketing research in four specific areas: motivation, advertising, product, and sales control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title MARKETING, SALES PROMOTION, AND ADVERTISING
Author Nolan and Warmke **Date Pub.** 1965
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$7.12 **Length** 613 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: (1) To acquaint the reader with a basic understanding of marketing, sales promotion, and advertising. (2) To relate marketing to the total economy. (3) To familiarize the reader with marketing principles and to provide some practice in applying these principles. (4) To promote the ability to distinguish between mediocrity and excellence in marketing, sales promotion, and advertising.

SUMMARY DESCRIPTION: Develops an understanding of accepted tools, plans, and procedures in marketing, sales promotion, and advertising. In addition to promoting creative thinking, the text is highly descriptive.

AVAILABLE IN FULL-TEXT MATERIAL AND TESTS: Workbook (42.95), Tests and Examinations (2.00)

Title _____
Author _____ **Date Pub.** 1971
Publisher _____
Teacher or Student Material _____ **Cost** _____ **Length** 382 pages
Grade Level _____ **Suggested Time of Use** _____

SUMMARY DESCRIPTION: This text views the most important influences on the marketing system in the United States and describes the problems, solutions, and future directions of marketing.

AVAILABLE IN FULL-TEXT MATERIAL AND TESTS: _____

Title MARKETING AND SOCIETY: A CONCEPTUAL INTRODUCTION
Author Ronald R. Gist **Date Pub.** 1971
Publisher Holt, Rinehart & Winston, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 556 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book emphasizes a societal approach to marketing. In this age, when concerned people are searching for meaningful values to guide their lifestyle, it is most appropriate for students to be introduced to the subject of marketing in terms of the social and public policy questions raised by the marketing system.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING: THEORY AND APPLICATION
Author Gerald I. Eyrich and Walter B. Wientz **Date Pub.** 1970
Publisher Harcourt, Brace & World, Inc., 750 Third Avenue, New York, NY 10017
Teacher or Student Material Student **Cost** _____ **Length** 689 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the beginning student with the solid theoretical underpinning necessary for conceptualizing resource-allocation problems, and relating the subject of marketing to courses in economics and quantitative methods.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING AND TRADE ASSOCIATIONS RELATED TO DISTRIBUTIVE EDUCATION
Author Bob Burk **Date Pub.** 1969
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Both **Cost** _____ **Length** 50 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A listing of national organizations related to distributive occupations in the areas of manufacturing, transportation, communications, wholesale and retail trade, finance, insurance, real estate, and services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETS AND MARKETING - AN ORIENTATION
Author Lee E. Preston **Date Pub.** 1970
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student **Cost** _____ **Length** 248 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a basis for understanding the character and role of marketing activity in the economy and in the firm. It offers an orientation and is not a comprehensive description or a handbook of current marketing practices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MEASURING MARKETS
Author U. S. Department of Commerce Date Pub. 1966
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both Cost \$.50 Length 94 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes some of the more important Federal and State government statistics useful in market measurement, and gives examples of typical marketing problems and their solutions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN MARKETING MANAGEMENT
Author Edited by R. J. Lawrence and M. J. Thomas Date Pub. 1971
Publisher Penguin Books, Inc., 7110 Ambassador Road, Baltimore, MD 21207
Teacher or Student Material Student Cost \$3.95 Length 413 pages
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-one articles on modern marketing management. The opening section looks at the marketing concept in its various dimensions. Part Two deals with information as an input to the marketing system. Product mix and considerations affecting plans to extend, develop, or cut back the product launch are discussed in Part Three. The final Part examines management of the outward flow from the company to its environment and particularly to its customers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN MARKETING STRATEGY
Author Edited by Edward C. Bursk and John F. Chapman Date Pub. 1964
Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Student Cost \$1.25 Length 360 pages
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Explains how management can meet the increasing challenge of today's rapidly-changing market. Covers such subjects as brand loyalty, pricing policy, market research, quality control, and advertising. Case histories, examples, charts, and diagrams are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN MARKETING THOUGHT
Author Gerald Albaum and J. Howard Westing Date Pub. 1969
Publisher Macmillan Co., New York, NY
Teacher or Student Material Student Cost _____ Length 533 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book reflects the concept that marketing managers are continually involved in adapting their firms to the economic, social, and political environment within which they operate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NATIONAL DIRECTORIES FOR USE IN MARKETING
Author Lloyd M. DeBoer **Date Pub.** 1964
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 11 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: In this selected listing, emphasis is placed on directories of business establishments who buy for resale. However, directories of some professions and establishments that purchase goods for their own use are also included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPPORTUNITIES IN MARKET RESEARCH
Author John H. Platten **Date Pub.** 1966
Universal Publishing & Distribution Corp.
Publisher 235 East 45 Street, New York, NY
Teacher or Student Material Student **Cost** \$1.95 **Length** 118 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This book examines the principle methods of market research to enable the beginner to plan his education and training along lines that will qualify him to take a place in market research. The book also examines the field from the standpoint of the person now active in some other field and will show how to adapt experience and training in other fields to the work of market research.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSPECTIVES IN CONSUMER BEHAVIOR
Author Harold H. Kassarian and Thomas S. Robertson **Date Pub.** 1968
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student **Cost** **Length** 568 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents an overview of some of the basic perspectives on consumer behavior, a topic now emerging as a distinct area of study within the field of marketing. The selections of the book, drawing from economics, marketing, psychology, sociology, and anthropology, are presented in relation to that framework. Whenever possible, theoretical materials, marketing applications, and research findings are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF MARKETING
Author Richard H. Buskirk **Date Pub.** 1970
Publisher Holt, Rinehart & Winston, New York, NY
Teacher or Student Material Student **Cost** **Length** 605 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is interested mainly in marketing problems of the individual firm. Focusing on the problems faced by today's marketing manager, this text discusses the impact of environmental forces on marketing decisions. Every basic marketing principle discussed is illustrated with examples from industry, thereby easing the student's transition from theory to practice.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title PRINCIPLES OF MARKETING
Author Eugene Clark, Fred E. Clark and Rayburn D. Tousley **Date Pub.** 1962
Publisher Macmillan Co., New York, NY
Teacher or Student Material Student **Cost** **Length** 716 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The aim of this book is to emphasize the functional approach, to point up the dynamic character and the complexity of marketing, and to provide an analytical basis for the study of the subject.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF MARKETING
Author William Ryan **Date Pub.** 1971
Publisher Learning Systems Company, 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** \$2.95 **Length** 152 pages
Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES: To provide the reader with a quick, efficient, and effective means of grasping the essential subject matter.

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the subject area, or to be used as core or essential material in courses or programs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF MARKETING
Author Martin Zober Date Pub. 1971
Publisher Allyn and Bacon, Boston, MA
Teacher or Student Material Student Cost _____ Length 626 pages
Grade Level Co' late Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Retains the benefits of the descriptive approach along with balanced coverage of managerial analysis, systems, and the behavioral sciences as they relate to marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRODUCT PLANNING
Author Bernard C. Nye Date Pub. 1970
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student Cost \$1.89 Length 124 pages
Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Develops job skills and knowledge that are important to the great majority of marketing workers. The marketing manager needs these skills and knowledge to guide his company in the development of products that will be accepted by consumers and that will earn a fair profit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$2.00)

Title PRODUCT PLANNING
Author A. Edward Spitz **Date Pub.** 1972
Publisher Auerbach Publishers, Inc., 121 North Broad Street, Philadelphia, PA
Teacher or Student Material Student **Cost** \$11.95 **Length** 423 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book includes a description of the step-by-step product innovation process and articles dealing with the organization, consumer and government responsibilities, new trends in product development, new techniques for evaluating the progress of new product introduction in the marketplace, and the role of research and development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PSYCHOLOGY AND HUMAN RELATIONS IN MARKETING
Author Donald D. Hiserodt **Date Pub.** 1969
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$1.89 **Length** 108 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This textbook is a self-contained unit of instruction. It may be used alone and studied as an independent module, or it may be included as a 20 to 30 hour portion of a broader course in marketing and retailing. When used as a part of a broader course, it will serve to highlight the contributions of effective human relations to specific areas of work.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$2.00)

Title READINGS IN MARKETING
Author C. J. Dirksen, A. Kroeger and L. Lockley **Date Pub.** 1968
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** _____ **Length** 673 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A selection of readings covering a wide span of time in the major areas of marketing. In each area, selections from significant writers are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN MARKETING
Author M. D. Snider, M. L. Sweet and S. G. Walters **Date Pub.** 1962
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** _____ **Length** 832 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Cuts across and integrates a number of subject categories. The readings differ considerably in their levels of abstraction, and they sometimes represent conflicting if not contradictory points of view. These readings, therefore, are not unlike the variety of evidence the decision-maker in an imperfect business environment must weigh and upon which he must select a course of action.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN MARKETING INFORMATION SYSTEMS:
A NEW ERA IN MARKETING RESEARCH

Author R. H. Brien, S. V. Smith and J. E. Stafford **Date Pub.** 1968

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Student **Cost** **Length** 399 pages

Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: This book synthesizes literature germane to business information and intelligence systems, and relates it to marketing planning and strategy formulation. Selections are also included which stress the embryonic state of information systems development, plus the pitfalls involved in managing such networks and utilizing data emanating from them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN MARKETING: THE QUALITATIVE AND QUANTITATIVE AREAS

Author Philip A. Cateora and Lee Richardson **Date Pub.** 1967

Publisher Appleton-Century-Crofts, New York, NY

Teacher or Student Material Student **Cost** **Length** 462 pages

Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES: To present to the reader contributions to the field of marketing made by both the behavioral scientist and mathematician.

SUMMARY DESCRIPTION: This book incorporates two major sources of contributions into the marketing management framework. The first source is made up of a variety of behavioral concepts developed in anthropology, sociology, social psychology, psychology and related disciplines. Mathematical and statistical techniques, the second source, are similarly found useful for many tasks of marketing managers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS: MARKETING AND SOCIETY
Author Ronald R. Gist **Date Pub.** 1971
Publisher Holt, Rinehart & Winston, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 489 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This book has two basic purposes: the first is concerned with social and environmental dimensions of our market system; the second with the introduction and/or development of some promising analytical concepts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN PHYSICAL DISTRIBUTION
MANAGEMENT: THE LOGISTICS OF MARKETING
Author D. J. Bowersox, B. J. LaLonde and E. W. Smykay **Date Pub.** 1969
Publisher Macmillan Co., New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 376 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This book consists of a collection of articles which depict the past, present, and apparent future direction of the physical distribution concept. As a group of individual contributions, the articles have been selected to supplement and expand text treatments of physical distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SOCIAL ISSUES IN MARKETING
Author Lee E. Preston **Date Pub.** 1968
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student **Cost** \$3.95 **Length** 308 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates the relation between marketing activities and the larger social and economic environment in which those activities operate. The selections present several analytical methods and approaches. The readings are drawn from a broad range of journals in marketing, management, sociology, and economics, as well as excerpts from books.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SOCIETY AND MARKETING
Author Norman Kangun **Date Pub.** 1972
Publisher Harper & Row, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 445 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES: To provide the user with a vehicle for thinking greatly of marketing functions and practices.

SUMMARY DESCRIPTION: This book makes available to potential users a collection of essays that deal with significant issues, that present views which, in some cases, challenge existing orientations and practices, and that hopefully, will enhance the user's understanding of the social significance of marketing actions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STRATEGIC MARKETING
Author R. D. Blackwell, D. T. Kollat and J. F. Robeson Date Pub. 1972
Publisher Holt, Rinehart & Winston, New York, NY
Teacher or Student Material Student Cost _____ Length 548 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Attempts to present an analytical orientation to the major marketing problems facing senior corporate and marketing executives. The authors have attempted to present a practical framework that links corporate objectives and strategies to master marketing objectives and strategies, and then to objectives and programs for individual marketing activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SYSTEMS ANALYSIS FOR MARKETING PLANNING AND CONTROL
Author Stanley F. Stasch Date Pub. 1971
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student Cost \$5.95 Length 512 pages
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES: To understand and use computerized information and data systems for allocating money and effort to various marketing activities.

SUMMARY DESCRIPTION: Describes system concepts in a manner easily understood by marketing students and practitioners. Utilizing marketing theories as a starting point, the book develops an overall marketing control and planning system supported by sub-systems designed to forecast market demand and to control the individual marketing activities of distribution, personal selling and advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide

Title VERTICAL MARKETING SYSTEMS

Author Louis P. Bucklin **Date Pub.** 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student **Cost** \$5.75 **Length** 218 pages

Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES: To develop an awareness of current analysis of marketing channel systems.

SUMMARY DESCRIPTION: This collection of essays, growing out of a symposium on vertical marketing systems held at Northwestern University, features authoritative writers who have published influential work in the field. The topics include a major portion of the significant questions at both the micro and macro level. An extensive list of questions and suggestions for student projects follows each article.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE YOUTH MARKET

Author Melvin Helitzer and Carl Heyel **Date Pub.** 1970

Publisher Media Books, New York, NY

Teacher or Student Material Student **Cost** \$12.50 **Length** 356 pages

Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The youth market is a phenomenon of vital importance to every executive and every company in the field of consumer goods and services. Its dimensions include \$50 billion per year in market value. This book is a guide to the exciting new world of the youth market.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

RETAILING

Title BASIC RETAILING AND DISTRIBUTION
Author Edward Fein, Robert L. Feldman and Leon Levy Date Pub. 1963
Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017
Teacher or Student Material? Student Cost \$0.95 Length 446 pages
Grade Level Secondary Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: explains the function of distribution in the American economy. Discusses the various types of retailing enterprises as well as manufacturing, wholesaling, and transportation industries. Emphasis on skills and functions of basic jobs and exploration of advanced positions. Each chapter is followed by exercises, questions, activities, problems for discussion, and arithmetic problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS Key (\$1.20), Workbook (\$2.40)

Title BOOKSTORE OPERATIONS
Author Ruth E. Valentini Date Pub. 1963
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material? Student Cost Free Length 8 pages
Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: This is a bibliography of references which will provide adequate information for effective organization and operation of a retail bookstore. Particular emphasis is given to the on-line function--advertising, display, and personal selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title CAUGHT
Author _____ Date Pub. 1970
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Teacher Cost \$230.00 Length 24 minutes
Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A film with a dramatic message for teenagers: "teenage shoplifters and thieves get caught!" Produced in cooperation with educators, security experts, law enforcement agencies and retail stores. The film depicts a teenage shoplifter, the misunderstanding of the seriousness of an act of theft, her reactions and those of parents and community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHAIN STORES IN AMERICA 1859-1962
Author Godfrey M. Lebhar Date Pub. 1963
Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016
Teacher or Student Material Student Cost \$9.95 Length 448 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews the early history of chain stores and then traces their development in this country.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHANGES IN BOSTON'S RETAIL LANDSCAPE
Author Eileen Schelf Date Pub. 1964
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$4.50 Length 141 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A geographical study of 14 years change in retail distribution patterns. Includes analysis of changes in three selected shopping districts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE COMPLETE GUIDE TO RETAIL MANAGEMENT
Author Alan Siber Date Pub. 1972
Publisher Penguin Books, Inc., 2110 Ambassador Road, Baltimore, MD 21207
Teacher or Student Material Student Cost \$1.95 Length 320 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers all aspects of retail management, all sizes of shop, all forms of organization, and all the retail trades.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COURSE OUTLINE FOR RETAIL INDUCTION INTO SELF-SERVICE STORES

Author George Curtis and John Mattingly Date Pub. 1970
D. E. Materials Lab

Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$2.00 Length 95 pages

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES: Designed to prepare the student to enter into gainful employment in a self-service store.

SUMMARY DESCRIPTION: A manual developed by a Distributive Education workshop group of coordinators. This manual orients well the student and the coordinator interested in concepts relating to the self-service operation. Transparency originals to supplement the teaching outline are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE MARKDOWN PRACTICES FOR PROFIT

Author Murray Krieger Date Pub. 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost \$5.95 Length 208 pages

Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: This book advocates "control of the markdown as a positive tool for profit." It shows how changed attitudes by buyers, merchandisers and store owners can create new sales possibilities and heighten store traffic. Chapter titles include: Controlling Markdowns to Achieve a Mark-on; Evaluation of the Sources of Supply; Reducing Losses Through Employee Reminders; Effect of Markdown on Shrinkage or Shortage; and Markdowns as a Sales Developer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE MEN'S WEAR RETAILING
Author S. Thomas Saltz **Date Pub.** 1961
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$1.50 **Length** 84 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers every phase of men's wear retailing, including decor, display, pricing, advertising, sales training, credit and collection and location selection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DECISION-MAKING IN RETAILING & MARKETING
Author Murray Krieger **Date Pub.** 1969
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$12.50 **Length** 352 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES: To stimulate the thinking process which is important in today's complex business world.

SUMMARY DESCRIPTION: Ninety real and contemporary case histories selected from the nation's key retailing centers. Covers every conceivable dilemma in the retailing/marketing arena. It combines a number of tested training techniques which direct and sharpen the ability--of student or "old pro"--to absorb, analyze, reason and arrive at effective conclusions; to act with assurance in the increasingly complex areas of merchandising, from management and control to personnel and promotion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title DIRECT MAIL ADVERTISING BY RETAIL STORES
Author _____ Date Pub. 1967
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$2.75 Length 44 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers use and costs of direct mail advertising, operating procedures, compiling and maintaining lists, planning promotions, designing, and measuring results.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DYNAMICS OF RETAILING
Author Edward B. Gold Date Pub. 1969
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student Cost \$4.75 Length 106 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Spells out the new merchandising trends in the United States, with emphasis on the fast-paced fashion, hard lines and food industries. Explores the "survival of the fittest" trend which is revolutionizing today's retailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title AN ECONOMIC EVALUATION OF RETAILING'S FUTURE

Author _____ Date Pub. 1968

Publisher National Retail Merchants Association
120 West 41 Street, New York, NY 10001

Teacher or Student Material: Student Cost \$3.00 Length 64 pages

Grade Level College/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Examines future economic patterns as seen through the eyes of a Department of Commerce representative, investment counsellor, a banker, site location expert and economist.

AVAILABLE FROM _____

Title SEE STRATEGIC MANAGEMENT DISTRIBUTION

Author Robert D. ... Date Pub. 1966

Publisher Wiley-Interscience, New York, NY

Teacher or Student Material: Student at _____ Length 592 pages

Grade Level _____ Suggested Time of Use 1 sem.

- OBJECTIVES:**
- (1) To prepare persons to meet and to understand company objectives and the executive decision processes under conditions of uncertainty.
 - (2) To develop a better understanding of the administrative processes, executive action within the firm, and buyer behavior in the market place.

SUMMARY DESCRIPTION: Designed for a broad course in the economics of retail management and effective market distribution. The framework in which the text is developed is the changing milieu of competitive innovations and growing complexities found in the total business environment.

AVAILABLE FROM _____

Title FACTS ABOUT DEPARTMENT STORES
Author Helen Mulhern Date Pub. _____
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$1.50 Length 40 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A short review of what department stores do to earn their money. Contains chapters on retail profits, what the retailer does in the merchandise market and selling merchandise. Includes tables on the size of retail business in the U. S., and cost of retail distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOR GRACIOUS GIVING
Author Harold G. Cole Date Pub. 1959
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student Cost \$4.95 Length 120 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Gives the basic principles of establishing an outstanding custom gift-wrapping service. Detailed discussion of space allocation, stock requirements, display and promotional media. Contains illustrations of gift wrapping methods and photographs of unusual accessorized wraps.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GOVERNMENT STATISTICS HANDBOOK
Author _____ **Date Pub.** 1969
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$3.00 **Length** 57 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: Includes using census bureau data, retailers use of census of population, manufacturing and business census, merchandise line for marketer and many other helpful statistical data areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GRASS ROOTS RETAILING
Author Ben Projan **Date Pub.** 1962
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$1.00 **Length** 44 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 week
OBJECTIVES:

SUMMARY DESCRIPTION: A discussion of men's wear retailing. Advice is given on fashion buying, resources, customer and employee relations, meeting competition, and public relations in the community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GREAT SHOPS OF EUROPE

Author Jerome S. Klein and Norman Reader Date Pub.

 National Retail Merchants Association

Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Both Cost \$24.00 Length

Grade Level Secondary/College/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews in detail and illustrates over 200 of the most interesting retail establishments on the continent, in the British Isles and in Scandinavia. There is also an additional listing of 700 shops for the guidance and reference of travelers. Give an interesting account of special services, merchandise and general appeal of each store.

AVAILABLE INSTRUMENTAL MATERIALS: _____

Title HOW TO GIVE A FASHION SHOW

Author Frieda S. Curtis Date Pub. 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both Cost \$4.50 Length 104 pages

Grade Level Secondary/College/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with every facet of organizing and producing a fashion show: evaluating the audience, choosing the kind of show, the merchandise, models, location, cost, theme...even down to the commentator, lighting and time.

AVAILABLE INSTRUMENTAL MATERIALS: _____

Title HOW RETAIL BUYING DECISIONS ARE MADE
Author John DeWitt **Date Pub.** 1962
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$1.80 **Length** 27 pages
Grade Level College/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A study of decision making processes and flow of information within a retail organization and a comparison with industrial buying procedures based on personal interviews. Includes informal information flows, use of organizational manuals, buyer goals, the decision making process, comparison with industry, conclusions and recommendations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL THE WHOLE STORE AS FASHION
Author Budd Gore **Date Pub.** 1969
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$3.00 **Length** 32 pages
Grade Level College/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The importance of fashion and how to sell it regardless of the merchandise or product. Includes 10 rules to tempt with fashion. Notes price is not a primary factor in the buying of accessories to a sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO WRITE BETTER RETAIL ADVERTISING COPY

Author _____ **Date Pub.** _____

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student **Cost** \$1.50 **Length** 77 pages

Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A primer covering how to write newspaper advertising copy that sells, the principles and practices of direct mail copy, the five commandments of good radio copy, writing television commercials, writing sign copy that informs and sells.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HUMAN RELATIONS IN RETAILING

Author _____ **Late Pub.** 1966

Publisher University of the State of New York, Albany, NY

Teacher or Student Material Student **Cost** _____ **Length** 15 pages

Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The emphasis is on the roll of the supervisor, supervisor-employee relationships, customer relationships and human relations problem solving.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE INDEPENDENT RETAILER AND THE SHOPPING CENTER
Author National Retail Merchants Association **Date Pub.** 1968
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$20.00 **Length** 176 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses successful promotions, operations, financing and selection of store sites and locations in shopping centers for maximum profitability. Presents practical criteria for independent merchants to consider in viewing a shopping center location.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title IN-STORE SECURITY
Author Prepared by Communications & Training Division **Date Pub.** _____
Publisher Independent Grocers' Alliance, Chicago, IL
Teacher or Student Material Student **Cost** _____ **Length** 15 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This pamphlet shows how crime today has been characterized as a growth industry. Shows how crime has increased 30 to 40 percent nearly every year for the past 5 years. Takes a look at robbery protection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LET ME PUT IT THIS WAY
Author E. E. Weiss and D. D. Bernbach Date Pub. 1968
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$2.75 Length 48 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-five articles concerning the forward scene of the retail world.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGING THE RETAILING EMPLOYEE
Author _____ Date Pub. 1972
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Student Cost \$2.00 Length 53 pages
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES: To assist in solving current and future employee problems and to encourage employee productivity.

SUMMARY DESCRIPTION: Explains how employees should be interviewed, trained and counseled. Uses role playing situations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title _____
 Author _____ Date Pub. _____
 Publisher National Merchants Association
 100 West 41 Street, New York, NY 10011
 Teacher or Student _____ Student _____ Cost \$35.00 Length 35mm slides
 Grade Level _____ /Adult _____ Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: ... outlines methodology, tools, media, and government sources to be used to open your market and promote new sales strategies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISING GROUP INSTRUCTION
 Author Robert E. Johnson and P. Robertson Date Pub. 1965
 Department of Industrial Education
 Publisher College of Education, University of Missouri, Columbia, MO
 Teacher or Student _____ Student _____ Cost _____ Length 41 pages
 Grade Level _____ Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: ... contains an analysis of merchandising together with assignment sheets designed for group instruction covering the related information taught in preparatory distributive education programs.

AVAILABLE INSTRUCTIONAL MATERIALS: Instructor's Manual



Title MISSION: LOSS PREVENTION

Author _____ Date Pub. _____

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost \$325.00 Length 25 minutes
(90.00 to rent) 16mm sound film

Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A supervisory training aid for retail inventory shortage control. Filmed in a retail setting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN MERCHANDISING SERIES

Author _____ Date Pub. _____

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost \$370.00 Length 191 minutes
174 slides

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Merchandising fundamentals plus several programs covering trends in important retailing and fashion areas are covered in this series, which contains 14 units in six programs. Fundamentals are discussed in three programs, Basic Rules of Selling, Display Roundup and Shopping Centers. They can be used for basic training in each of these vital aspects of the merchandising scene. Contemporary trends are stressed in the variety of new shops in the Boutiques program, New Store Directions and Profile of A Modern Store. These latter programs show how exciting retailing can be when colorful and creative talents are put to work to enhance the shopping experience.

Title MODERN RETAILING MANAGEMENT - BASIC CONCEPTS & PRACTICES
Author E. J. Duncan, C. F. Phillips and S. C. Hollander Date Pub. 1972
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student Cost \$11.75 Length 722 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Outlines the many elements of change occurring in this field, with emphasis on the new techniques and managerial measures required for successful retail operation in the new environment. Many forces that are inducing change in retail structure and methods receive considerable attention. These forces include such things as market changes, consumerism, horizontal and vertical merger movements, and new informational and control technology.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NATURE AND CHARACTERISTICS
OF MIDDLE MANAGEMENT IN RETAIL DEPARTMENT STORES
Author Harland W. Samson Date Pub. 1969
Publisher University of Wisconsin, Madison, WI
Teacher or Student Material Student Cost Free Length 176 pages
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Presents an exploratory study of those factors influencing the nature and characteristics of middle management in the retail department store. The findings provide new insights and important clues concerning the characteristics, educational needs, duties, and projected needs for retail middle managers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OLD MASTERS OF RETAILING
Author Philip J. Reilly Date Pub. 1967
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Both Cost \$7.95 Length 224 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Tells the story of fifty pioneer-merchants whose efforts paved the way for today's multi-billion-dollar industry. Reveals classic solutions to timeless business problems, and places retailing in its historical perspective.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPERATIONS RESEARCH IN RETAILING: CASE STUDIES
Author _____ Date Pub. _____
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$1.50 Length 34 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A series of actual case studies, using the principle of operations research, is presented. Contains measuring advertising effectiveness, finding how to make field sales operations meet top management and a glossary

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PEOPLE, PROFITS, PLACES - A HANDBOOK FOR RETAILING
Author Homer Hoyt **Date Pub.** 1969
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10018
Teacher or Student Material? Student **Cost** \$15.00 **Length** 104 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A research monograph of the location of additional retail stores in the United States in the last one-third of the twentieth century.

AVAILABLE INSTRUCTOR MATERIAL AND FEES:

Title PICKETING - A CONCISE MANUAL FOR RETAILING
Author Louis Jackson **Date Pub.** _____
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10018
Teacher or Student Material? Student **Cost** \$1.00 **Length** 12 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Explains in concise form and in the language of the retailer, the various forms of picketing, the steps which a retailer should take when confronted by them and the pitfalls to be avoided so as not to run afoul of the law.

AVAILABLE INSTRUCTOR MATERIAL AND FEES:

Title POTENTIAL GROWTH LOCATIONS FOR DEPARTMENT STORES
Author Milton Leontiades Date Pub. 1968
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$3.00 Length 46 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Gives the view of an economist as to economic, demographic and locational factors to be weighed in choosing a store site in consideration of projected economic growth activities of the Federal Government and inter-industry development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRACTICAL PROBLEMS IN RETAIL MERCHANDISING
Author Murray Krieger Date Pub. 1969
Laboratory Institute of Merchandising
Publisher 12 East 52 Street, New York, NY 10022
Teacher or Student Material Student Cost _____ Length 168 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The problems contained in this book are all taken from real-work situations. They are the kind of problems merchandising personnel must deal with on a day-to-day basis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF RETAILING
Author _____ **Date Pub.** 1963
Publisher Vocational Instructional Material Laboratory
Lirdsey Hopkins Education Center, Miami, FL
Teacher or Student Material Teacher **Cost** Free **Length** 9 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 96 clock hrs.

OBJECTIVES: The purpose of the course is to teach the student the basic principles and techniques of present-day merchandising, the language of merchandising, and the possibilities and potentials of a career in the field.

SUMMARY DESCRIPTION: Consists of a course outline entitled Merchandising Techniques. A bibliography is also included which lists the supplementary references used throughout the course by the instructor.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFIT AND COST ANALYSIS
Author _____ **Date Pub.** 1966
Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA
Teacher or Student Material Student **Cost** _____ **Length** 150 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Gives the retailing executive trainee the basic tools of analysis which enables him to understand how and why his department functions as it does, and which will eventually enable him to make his contribution to store profitability.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE MERCHANDISING TECHNIQUES
Author _____ **Date Pub.** 1970
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$76.00 **Length** 34 slides
42 minutes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Pinpoints important merchandising areas where a retailer can succeed or fail. Discusses store services as a goodwill and money-making device; unique department merchandising combinations and layouts; and effective in-store and out-of-store promotional gimmicks. Offered in four sections: Set I: Important Service Ideas; Set II: Imaginative Store Department; Set III: Effective Retailing Gimmicks; and Set IV: Winning Combinations of Merchandise.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title A PROGRAMMED SOLUTION FOR ESTIMATING RETAIL SALES POTENTIALS
Author Larry Blue and David L. Huff **Date Pub.** _____
Publisher University of Kansas, Lawrence, KS
Teacher or Student Material Student **Cost** _____ **Length** 64 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES: To present a computer programmed solution for estimating sales of a proposed retail development.

SUMMARY DESCRIPTION: Centered around a simple yet important probability model for estimating sales of prospective retail firms. The nature of the program as well as the steps in using it are discussed. Three cases have been included that exemplify the use of the program, and can also be used as test cases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROMOTING NEW MERCHANDISE AREAS
Author _____ **Date Pub.** 1971
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$80.00 **Length** 38 slides
21 minutes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how retailing meets its merchandising responsibilities in two specific store events--both particularly relevant to today's shopping habits. Case histories cover a wide range of subject areas including window and in-store display, signage, mannequins, selling techniques, merchandising presentation, departmental coordination, retailer-resource coordination and advertising. Topics include: Reaching the Consumer, Designs that Drew Crowds, Loom of Fashion, Appeal to Youth, Customers Get Involved, Advertising Sets the Tone, Traffic is Created, Selling at the Fair, and Trend to Individuality.
AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Resource List. Commentary and discussion questions are included.

Title PROMOTION EXCHANGE
Author _____ **Date Pub.** Monthly
Publisher National Retail Merchants Association
100 West 41 Street, New York, NY 10001
Teacher or Student Material Teacher **Cost** \$11.00 **Length** 4 to 6 pages
per issue
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A newsletter for Sales Promotion, Advertising, Publicity and Display Managers geared to retail marketing in the '70's. There are promotion ideas, tips and important information for every size store from item featuring to total store image in each issue.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title QUALITY AND TASTES AS SALES APPEALS
Author Robert M. Myers **Date Pub.** 1967
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Student **Cost** Free **Length** 4 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses some of the things which small retailers can do to satisfy the demand for good quality and taste in products.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN MODERN RETAILING
Author _____ **Date Pub.** 1969
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$12.00 **Length** 483 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: An anthology of 37 classic statements on important facets of retailing by noted store heads, administrators, merchandisers, economists, researchers, manufacturers, consultants and creative critics. Sections deal with the new retailer, the new customer, marketing, company organization, scientific merchandise management, the shop concept, fashion impact, vendors and brands.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A REPORT OF A STUDY OF ORGANIZATION
IN A MULTI-UNIT DEPARTMENT AND SPECIALTY STORE

Author National Retail Merchants Association **Date Pub.** 1961

Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student **Cost** \$1.50 **Length** 70 pages

Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes current multi-unit organization practices, their advantages and disadvantages as well as recommendations for improving such organizations. Explores history and development of organization, single unit stores, advent of branches, main store plus branches, organizational objectives, and effective implementation of organization changes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL BUSINESS MANAGEMENT

Author Karen Gillespie and Joseph Hecht **Date Pub.** 1970

Publisher Gregg/McCraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student **Cost** \$9.75 **Length** 596 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

- (1) To identify the classification of retail businesses and the laws and governmental activities that affect retailing.
- (2) To sharpen skills in communications, mathematics, and record-keeping.
- (3) To help formulate and implement effective merchandise and inventory control plans.

SUMMARY DESCRIPTION: Provides a comprehensive, up-to-date presentation of retailing principles and practices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Key (\$2.75),
Projects and Activities

Title RETAIL MANAGEMENT
Author William R. Davidson and Alton F. Doody *Date Pub.* 1966
Publisher Ronald Press, New York, NY
Teacher or Student Material Student *Cost* _____ *Length* 905 pages
Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Divided into 4 parts. Part I provides an orientation to the managerial study of retailing by giving attention to its distinctive features and by relating the marketing concept to the retailing process. Part II - concepts of organization have been broadened to emphasize shiftability of functions among levels of distribution channels and to other agencies. Part III - discussion of certain topics which are normally handled by technical staff specialists. Part IV contains cases and problems in the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL MANAGEMENT CASES
Author Douglas J. Dalrymple and Donald L. Thompson *Date Pub.* 1969
Publisher Free Press, New York, NY
Teacher or Student Material Student *Cost* _____ *Length* 296 pages
Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Contains 41 cases that set forth the facts surrounding particular business situations occurring in various sizes and types of business organizations. The cases, for which the student must provide analyses and develop solutions, are divided into 10 categories representing such major retailing problems as store location, personnel, customer relations, expense control, and allocation of space.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL MANAGEMENT CASES
 Author Houston, L. L. and David J. Richman Date Pub. 1969
Administrative Division
 Publisher Prentice-Hall, New Cliffs, NJ 07632
 Teacher or Student Teacher Student Cost Length 113 pages
 Grade Level Business Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The cases offered are divided into three major areas: goods and services, types of distribution, and communication. However, all of the management problems presented in these areas are related to the firm's external environment and its relationship to the consumer.

AVAILABLE INSTRUCTIONS: _____

Title RETAIL OPERATION
 Author Harland J. Green and James W. Wright Date Pub. 1968
 Publisher South-Western Publishing Co., 1611 Madison Road, Cincinnati, Oh 45227
 Teacher or Student Teacher Student Cost: \$7.00 Length 643 pages
 Grade Level Business Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers all phases of retailing such as: financing, buying, selling, pricing, distribution, stock control, stock organization, advertising, and government regulation.

AVAILABLE INSTRUCTIONS: _____ Teacher's Manual, Study Guides and Projects (\$2.30), and Tests and Examination (\$.36)



Title RETAIL MERCHANDISING AND PROMOTION

Author A. Hamilton Chute Date Pub. 1966

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20540

Teacher or Student Material Both Cost Free Length 16 pages

Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography dealing with the broader concepts of merchandising in line with the typically broader authority and accountability of buyers in department managers in independent retail establishments. The list includes both Government and nongovernmental publications and some of the names of the national retail trade associations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL ORGANIZATION

Author _____ Date Pub. 1966

Publisher University of the State of New York, Albany, NY

Teacher or Student Material Teacher Cost _____ Length 18 pages

Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES: To assist directors of adult organizations and teachers of courses in retail organization.

SUMMARY DESCRIPTION: Describes the various aspects of store organization, classification of personnel to perform required activities, assignment of responsibility and provision for control and harmonious working relationships.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL REVOLUTION SERIES
Author _____ Date Pub. 1965
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student Cost \$220.00 Length 135 slides
149 minutes
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of black & white and color 35mm slides, divided into four programs, showing important retailing changes of the 1960's, and taking a look at likely developments in the early 1970's. The programs focus on four main themes: the impact on retailing of suburban development, new competitive selling techniques, the challenge of meeting the modern customer's needs and wants, and the problems of keeping up with distribution and technological advances.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Printed script, discussion questions, and tape commentary are included.

Title RETAIL SALES PROMOTION ENCYCLOPEDIA, VOL. III
Author _____ Date Pub. 1972
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Both Cost \$40.00 Length 300 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Retail sales promotion ideas with actual case histories. Covers any and all types of promotions for all occasions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title RETAIL STORE SECURITY
Author _____ Date Pub. 1968
Publisher New Jersey Retail Merchants Association, P.O. Box 22, Trenton, NJ 08601
Teacher or Student Material Student Cost _____ Length 16 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES: To provide some of the established procedures stores should follow for attaining maximum store security.

SUMMARY DESCRIPTION: Provides information on problems of shoplifting, bad checks, and store security.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILERS' GUIDE TO GUARANTEES
Author _____ Date Pub. 1969
Publisher National Retail Merchants Association
100 West 41 Street, New York, NY 10001
Teacher or Student Material Student Cost \$1.50 Length 16 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A guide for retailers who have anything to do with guarantees. Includes how to meet FTC requirements for guarantees, how to write guarantees that sell merchandise, how to develop advertisable guarantees, how to tie guarantees to the "consumer information" trend, and how to make guarantees improve store image.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING
Author Belfert J. Linsell and Charles E. ... Date Pub. 1965
Publisher Richard D. Irwin, Inc., 1415 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student Length 75 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Topics include: the retail revolution, careers in retailing, the retail store, retail organization, buying, receiving, pricing, sales promotion, customer services, and retail control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING
Author Elizabeth Heidbreder Date Pub. 1966
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both Length 8 pages
Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Bibliography that lists U. S. Government and nongovernmental publications that should assist anyone in any current aspect of small retailing businesses to plan, organize, direct, coordinate, and control their business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING: AN ECONOMIC VIEW
Author Douglas J. Dalrymple and Donald L. Thompson Date Pub. 1969
Publisher Free Press, New York, NY
Teacher or Student Material Student Cost _____ Length 389 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: presents a new approach to the study of retailing. It makes effective use of economic analysis rather than the traditional descriptive treatment so that the reader may gain a deeper and more enduring understanding of the fundamentals of retailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING INTERNATIONAL, 1969-1970
Author _____ Date Pub. 1969
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$10.00 Length 163 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A volume on international retailing, covering topics such as management planning for EEP, credit in the world's economy, trends in retailing, retailing of the future around the world, management communication and sales training, and developments in low margin mass merchandising. Each topic is broken down into sub-categories and reported on by a successful international retailer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING: MODERN CONCEPTS AND PRACTICES
Author Robert J. Duncan and Roger H. Hermanson Date Pub. 1970
Publisher Learning Systems Company, 1616 Ridge Road, Homewood, IL 60430
Teacher or Student Material? Student Cost \$3.25 Length 184 pages
Grade Level Secondary/College/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This Programmed Learning AID is organized into seven major divisions: (1) the retail revolution; (2) the major requirements for starting and successfully conducting a retail enterprise; (3) the store itself; (4) store organization and personnel management; (5) merchandise management; (6) sales promotion and customer service; and (7) profit control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Two sets of review questions and a final examination of multiple-choice questions, all with answers, are included.

Title RETAILING OPPORTUNITIES IN FEDERAL URBAN RENEWAL PROJECTS
Author Mary Alice Hines Date Pub. \$4.50
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material? Student Cost \$4.50 Length 118 pages
Grade Level College/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Explores the current stage of retail redevelopment with government assistance. Chapters include: Descriptions of Retailing in Federal Urban Renewal Projects, Federal Legislation, Location and Factors associated with Retailing in Federal Urban Renewal Projects. Extensive tables giving characteristics, percentages, sizes, etc., of retail redevelopment are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING PRINCIPLES AND PRACTICES

Author Richard, Meyer, Haines, and Harris **Date Pub.** 1974

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student **Cost** _____ **Length** _____

Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Reflects changes affecting retail merchandising including the impact of fashion, changing social standards, and new technology in communications and data processing. Divided into 72 parts to facilitate lesson planning, the content is presented in levels paralleling students' career advancement. Twenty-four end-of-unit case studies plus problems and projects are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key, Problems and Projects (Units 1-7; 8-14), and Objective Tests

Title THE RETAILING REVOLUTION REVISED

Author James R. Lowry **Date Pub.** 1969

Publisher Ball State Teachers College, Muncie, IN

Teacher or Student Material Student **Cost** _____ **Length** 30 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews the discount store industry and the revolutionary character of the retail structure in the United States during the 1960's.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SECURITY CONTROL: EXTERNAL THEFT
Author Bob Curtis **Date Pub.** 1971
Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016
Teacher or Student Material Student **Cost** \$15.00 **Length** 384 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Every conceivable cause of external loss is examined in depth: riots, robbery, shoplifting, pilferage, bad checks, credit frauds, etc. The problems are explored and advice is given on how to solve them and plug the profit drain.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SECURITY CONTROL: INTERNAL THEFT
Author Bob Curtis **Date Pub.** 1973
Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016
Teacher or Student Material Student **Cost** \$15.00 **Length** 384 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses why employees steal, how to spot the high-risk employee, the methods of theft used by employees, how to investigate and interrogate employees; and, most important, how to create a working environment that will minimize employee thefts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SILENT GAMES
Author National Retail Merchants Association **Date Pub.** _____
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$375.00 **Length** 17 minutes ^{16mm sound film}
(\$105.00 to rent)
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how thieves operate and how salespeople can counter attack shoplifting attempts by professionals and amateurs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Discussion Leader's Manual

Title SMALL BUSINESS BIBLIOGRAPHY
Author William B. Logar **Date Pub.** 1968
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Teacher **Cost** Free **Length** 8 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES: To provide a list of places for information concerning training of retail salespeople

SUMMARY DESCRIPTION: This list of publications and trade associations provides materials and sources of interest to small retailers who want to train their salespeople.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SMALL BUSINESS BIBLIOGRAPHY
Author Joseph D. McEvilla **Date Pub.** 1970
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Student **Cost** Free **Length** 8 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES: To acquaint the small businessman with drugstores and to give him a bibliography of pamphlets which he can obtain.

SUMMARY DESCRIPTION: This bibliography lists books and other publications, including periodicals, which provide information on retail drugstore management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STOCK SHORTAGES...THEIR CAUSES AND PREVENTION
Author _____ **Date Pub.** 1959
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$1.50 **Length** 66 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A report reflecting a concerted analysis of stock shortages through a special forum of control, merchandising and operating executives as well as top management. Analyzes the major causes and suggests effective means for their prevention.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STOP THE SHOPLIFTER

Author _____ **Date Pub.** _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student **Cost** \$25.95 **Length** 4 audio lessons

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Detailed descriptions of the many methods shoplifters use which will enable one to spot them quickly before they get started. How to stop shoplifters and associated crooks without personal risk and without exposing your employer to lawsuits.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STOP THE SHORT CHANGE ARTIST

Author _____ **Date Pub.** _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student **Cost** \$45.00 **Length** 2 sound filmstrips
(Audio version w/o filmstrips \$12.95)

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: How to spot the short change artist and the step-by-step methods they employ. How to stop these crooks without personal or business risk.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE CHOICE - A CASE STUDY OF CONSUMER DECISION MAKING
Author H. Lawrence Isaacson **Date Pub.** 1966
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$3.00 **Length** 83 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A study of women customers which discloses the motives involved in where they shop and their reaction to different types of stores: Discount, Specialty, Neighborhood, Basement, and Department. In addition, it discloses their reaction to advertising, where they are apt to shop for what and their reactions as compared to store management predictions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE SECURITY: CHECK CASHING PROCEDURES & CASH HANDLING CONTROL
Author Dean A. Hawley **Date Pub.** 1972
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townsend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$3.00 **Length** 64 pages
four 2-hour
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** sessions

OBJECTIVES: The student should be able to: identify payroll, personal, government, and bank checks; to become aware of the reasons for being careful and conscientious in cashing customers' checks; to be able to identify as unacceptable counter checks or checks without required MICR encoding; to be able to identify properly and improperly filled out checks; to be able to determine if an endorsement is required, and if so, to examine the endorsement to see that it is correct; and to be able to courteously and properly handle suspicious checks and customers.

SUMMARY DESCRIPTION: A program to train employees about the problems with handling checks in a retail store, including a section on short change artists.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Handouts and transparency masters are included.

7119 STORE SECURITY: INTERNAL SHRINKAGE CONTROL

Author Richard Everhardt Date Pub. 1973

D. E. Materials Lab

Publisher 1005 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Author or Student Material Teacher Cost \$3.00 Length 100 pages

ten 1½-hour

Level secondary/College/Adult Suggested Time of Use sessions

After reading this student should be able to: define and explain what internal shrinkage is; explain why internal shrinkage is such a big problem; discuss the factors which contribute to internal shrinkage; list other areas of short-handled merchandise to shrinkage; and understand the relationship between the three areas of shrinkage and the overall shrinkage problems.

Notes 1. A ten-session training plan to alert managers to the problem of shrinkage within the retail store.

Materials 1. Transparency masters, handouts, and student activities are included.

7120 STORE SECURITY: REDUCING SHOPLIFTING

Author Henry Garman and Robert Minsel Date Pub. 1973

D. E. Materials Lab

Publisher 1005 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Author or Student Material Teacher Cost \$3.00 Length 58 pages

Level secondary/College/Adult Suggested Time of Use _____

After reading this student should be able to: identify the nature of the shoplifting problem; list and explain the various psychological motives emerging in our society; identify the behavior of shoplifters and differentiate activities of shoplifters; identify the major factors that contribute to shoplifting; and to identify the methods that retail personnel can utilize in reducing shoplifting losses.

Notes 1. Designed to pinpoint the methods used by shoplifters, their motives, and how to protect a business against them.

Materials 1. Transparency masters, handouts, case studies, tests and student activities are included.

Title STORE SHRINKAGE: EMPLOYEE PILFERAGE/CUSTOMER THEFT
Author _____ **Date Pub.** 1973
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Teacher **Cost** \$80.00 **Length** 34 slides
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the problems of store shrinkage and how they can be prevented.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS: Commentary and discussion questions are included.

Title STORES, THE RETAIL MANAGEMENT MAGAZINE
Author _____ **Date Pub.** Monthly
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$10.00 **Length** 1 year
Single copy \$1.50
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The official NRMA publication for retail management. Contains feature stories on the industry, trends and fashions, and "how to" items. Ideas for independent stores, viewpoints, executive report, legal briefs, and listing of NRMA current conferences and publications are included in each issue.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title THE STORY OF SEARS, ROEBUCK & CO.

Author _____ Date Pub. 1961

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost \$1.00 Length 94 pages

Grade Level Secondary/College/Adult Suggested Time of Use _____

ABSTRACT KEY

SUMMARY OF CONTENTS: This is a history of the growth of the world's largest general merchandise retailer. Discusses its successful methods of promotion, labor relations, selling, advertising, display and telephone sales.

AVAILABLE MATERIALS AND TESTS:

Title STRATEGIC PROBLEMS OF MASS RETAILERS AND WHOLESALEERS

Author R. P. Brown, J. Applebaum and W. J. Salmon Date Pub. 1970

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student Cost \$12.00 Length 847 pages

Grade Level College Suggested Time of Use 1 sem.

ABSTRACT KEY

SUMMARY OF CONTENTS: This book covers selected major strategy problems of large-scale retail and wholesale enterprises. These problems center on issues of growth and expansion, marketing, merchandising, promotion, and matters of long-range planning.

AVAILABLE MATERIALS AND TESTS:

Title A STUDY OF CONSUMER FRUSTRATIONS
Author Charles J. Collazzo, Jr. **Date Pub.** 1963
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$3.00 **Length** 148 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Study on what consumers think about stores. Consumers are carefully defined by income, occupation and other important characteristics. Includes factors influencing shopping behavior, retail institutions and practices, store choice and clerk service, attitudes to merchandise selection, shopping frustrations, a statistical analysis of demographic influences on shopping attitudes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEENAGE SHOPLIFTING: WHAT ONE COMMUNITY DID ABOUT IT
Author _____ **Date Pub.** _____
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$5.25 **Length** 40 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Case study of how one community turned words into actions and successfully campaigned to serve their children and retail community by reducing juvenile pilferage.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEENAGERS BEWARE: SHOPLIFTING IS STEALING

Author _____ Date Pub. _____

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student _____ Student _____ Cost 100 for \$5.00 Length 8 pages

Grade Level Secondary/collegiate/adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrated pamphlet designed to impress children and their parents with the serious consequences of shoplifting.

AVAILABLE INSTRUCTIONS AND TESTS: Two anti-Teenage Shoplifting Posters required for display in conjunction with the distribution of the pamphlet. (\$.75 each)

Title TERMS OF SALE

Author _____ Date Pub. 1966

Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA

Teacher or Student _____ Student _____ Cost _____ Length 176 pages

Grade Level Secondary/collegiate/adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to instruct retail management trainees in the meaning and practical significance of cash discounts, transportation costs, and pricing terms.

AVAILABLE INSTRUCTIONS AND TESTS:

Title 3 STUDIES IN RETAIL RESEARCH
Author National Retail Merchants Association **Date Pub.** 1965
Publisher 100 West 21 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$3.00 **Length** 149 pages
Grade Level Collegiate/adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Provides study in the areas of personnel management and administration, effectiveness of sales training programs and the allocation of resources in department stores such as the assignment of funds for merchandise inventory and promotion.

AVAILABLE INSTRUCTION MATERIAL AND TESTS:

Title 256 TESTED PROMOTION IDEAS FOR MEN'S WEAR RETAILERS
Author Neal Fahy **Date Pub.** 1959
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$1.00 **Length** 56 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A guide with tested promotions for every business day of the year. Ideas for reactivating accounts, Father's Day, credit plans, co-operative promotions, giveaways and premiums, fashion shows, and public relations guarantees. Contains illustrative examples of successful promotional ideas.

AVAIL. INST. MAT. TESTS

Title UNDERSTANDING INVENTORY
Author _____ Date Pub. 1967
Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA
Teacher or Student Material Student Cost _____ Length 180 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces retail management to the accounting methods used to evaluate the merchandise on hand and to determine the cost of the merchandise sold during a specific period. Shows how the value of the inventory affects the monthly statements.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VARIETY STORES
Author Pearce G. Kelley Date Pub. 1965
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both Cost Free Length 8 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: References cited were selected to help those interested in variety store retailing to gain an understanding of these changes as well as basic knowledge of the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WATCH OUT FOR THAT THIEF
Author _____ Date Pub. 1969
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$1.50 Length 28 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A booklet on: who are the shoplifters, what a lifter looks like, when and where they operate, what they steal, how merchandise is stolen, professional devices used, how to stop shoplifters, and other types of store thieves--pickpockets, short-change artists and fraudulent charge plate users.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WATCH OUT FOR THAT THIEF
Author _____ Date Pub. _____
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Teacher Cost \$18.00 Length 12 posters
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A series of posters showing the shoplifter at work.

Title WATCH OUT FOR THAT THIEF

Author _____ Date Pub. 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost _____ Length 40 slides

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates the methods commonly used by shoplifters and how an alert sales force will be able to thwart thieves to reduce shoplifting losses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHAT EVERY RETAILER SHOULD KNOW ABOUT THE LAW

Author R. Duffy Lewis and J. Norman Lewis Date Pub. 1969

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both Cost \$5.00 Length 100 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES: To inform retailers concerning laws that pertain to their particular business.

SUMMARY DESCRIPTION: Deals with the problems, restrictions and rights of retailers under the law. Covers the retailer and his customer, problems concerning orders and deliveries, government restrictions, and the retailer and his employee.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SALESMANSHIP

Title APPLIANCE SALES TRAINING KIT
Author _____ **Date Pub.** 1970
Instructional Materials Services
Publisher Division of Extension, The University of Texas, Austin, TX 78712
Teacher or Student Material Student **Cost** \$45.00 **Length** 8 manuals
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Kit consists of eight manuals covering the sale of various appliances. The titles of the eight manuals are: Cooling and Heating Equipment, Dishwashers and Disposers, Home Entertainment Equipment, Home Laundry Equipment, Ranges and Cooking Units, Refrigerators and Freezers, Small Electric Appliances, and Selling and Management in Appliance Retailing. Manuals are also sold separately.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Appliance Answer Book (\$7.00)

Title APPROACH
Author _____ **Date Pub.** _____
Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
4 audio
Teacher or Student Material Student **Cost** \$23.50 **Length** lessons
Grade Level Secondary/collegiate/adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: How to properly dramatize your sales approach to gain attention from the start. Sales call notes. The powers of curiosity and creativity --how to arouse them. Anticipating objections. Applying imagination in the selling process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC RULES OF SELLING
Author _____ **Date Pub.** 1968
Publisher Fairchild Publication, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$27.00 **Length** 14 slides
18 minutes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A dramatization of a sale starting with the customer's initial interest in a window display. Uses a traditional selling relationship between a customer and a salesperson--with both the right and the wrong approach demonstrated--to point up the importance of neatness, politeness, knowing the merchandise, handling the merchandise with respect, avoiding overselling, suggestion selling, and knowing how to close the sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BASICS OF SUCCESSFUL SALESMANSHIP
Author Willard Mead Thompson **Date Pub.** 1968
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** _____ **Length** 291 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed text to help the student master the eleven key elements of salesmanship which have been thoroughly tested by salesmen in all fields. This new kind of salesmanship stresses customer-oriented selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title THE BENEFIT APPROACH TO SALES TRAINING

Author _____ Date Pub. _____

Publisher Bevin Enterprises, P. O. Box 85, Moraga, CA 94556

Teacher or Student Material Student Cost _____ Length 60 slides or 60 transparencies

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasizes the basic principle that the salesman who learns how to sell benefits effectively will be more successful than he was before.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BETTER CUSTOMER RELATIONS SERIES

Author _____ Date Pub. _____

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher Single unit \$235.00
Cost \$45.00 Length 3 films

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____
for series

OBJECTIVES:

SUMMARY DESCRIPTION: Three package units, each including a 16mm sound color motion picture. The three subjects are: Welcome, Stranger, the magic of a smile explained, how to show friendliness, reflect your best self, use the customer's name, etc.; Promises, Promises, how to use warranties, brochures, booklets, handle time promises; Thank you, Mr. X, the why's and wherefore's of developing a good sales closing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: 12 full color posters and 15 booklet reminders are included.

Title BULLETIN BOARDS: SALESMAN'S APPEARANCE

Author Cathy Ashmore Date Pub. 1973

D. E. Materials Lab

Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$1.00 Length 21 pages

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Using cartoon animals to illustrate appearance problems, this is a set of bulletin board illustrations and headlines which could be used individually or on a bulletin board or in a display window. There are 11 animals with sub-heads and a major headline which reads, "Do Good Looks Count in Selling? Most of What the Customer Sees is You."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CARE AND FEEDING OF CUSTOMERS

Author _____ Date Pub. _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

4 audio

Teacher or Student Material Student Cost \$23.50 Length lessons

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION. Four prime objectives of follow-up calls. The most effective and economical method of advertising. How to obtain leads from a satisfied customer. How to avoid losing prospects and alienating customers. How to deal with people who pressure you for unrealistic delivery dates. How to deliver a product with showmanship. The date reminder system.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASHIERING FOR SALES PEOPLE

Author _____ Date Pub. 1968

Vocational Teacher Education Service

Publisher Lindsey Hopkins Education Center, Miami, FL 33132

Teacher or Student Material Student Cost _____ Length 15 pages

Grade Level Secondary Suggested Time of Use 90 hours

OBJECTIVES: (1) To assist the student in becoming a more responsible representative of the retail food store industry; (2) To explore the retail food industry, its problems, limitations, merchandising techniques, and needs of consumers; and (3) To acquaint the student to the overall function and operation of the check-out stand.

SUMMARY DESCRIPTION: Discussion of the history and development of the retail food industry is accompanied by a study of the various operational and departmental functions of a retail food store. The student is taught to become a courteous, conscientious worker, one with efficient and accurate checker-cashier skills. The mechanics of operating a modern check-out stand and cash register are examined, as well as how to handle specific customers and register errors and adjustments.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title CHANGE MAKING PRIMER

Author Merle W. Wood Date Pub. _____

Western Ed

Publisher Box 10, 18701 Middlefield Way, Mountain View, CA 94042

Teacher or Student Material Student Cost \$32.00 Length 24 lessons
2 tapes

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Money counting problems which become progressively more complex. All conceivable change situations are presented and students receive complete exposure to change making procedures. Solutions to problems are given.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS: Teacher's guide and key and spirit eraser set of change analysis sheets are included.

Title CLINCHING RETAIL SALES

Author Robert Jerome Date Pub. 1959

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost \$1.00 Length 34 pages

Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A training manual for men's wear salesmen, covering sales and service, from the initial greeting to the final sale. Advice on determining the customer's needs, proper fitting, suggestion selling, building a store image.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COAST TO A CLOSE

Author _____ Date Pub. _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student Cost \$23.50 Length 4 audio lessons

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Three important "qualifications" of every prospect. Making the close an integral part of sales presentations. How and when to apply gentle pressure for an immediate buying decision. How to use the "Impending Event" close. How to play the averages. The value of careful listening. When to challenge a prospect to say "No" and why you should not stop selling if he does.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COLLEGE SALESMANSHIP
Author Robert E. Hampton and James B. Zabin **Date Pub.** 1970
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$7.00 **Length** 530 pages
Grade Level College/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES: To prepare the student for occupational competency at either the management or mid-management level in sales and sales-related positions.

SUMMARY DESCRIPTION: Although the major emphasis is on selling, other marketing activities are included such as: advertising, market research, product research and development. The text explains how these and other marketing activities interact and how personal selling is supported by these other marketing activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Key (\$2.20)

Title COMMUNICATIONS
Author Classroom World Productions, Order from Associated Educational **Date Pub.** _____
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student **Cost** \$23.50 **Length** 4 audio lessons
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Improving sales results by improving communications--how to do it. Roadblocks to better communications--overcoming them. Eliminating unnecessary words and phrases. If "people" really do not the way you want. Overcoming "people" problems".



Title COMPETING FOR THE MODERN SHOPPER

Author _____ Date Pub. _____

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost \$60.00 Length 32 slides
37 minutes

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A look at the changing characteristics of the modern shopper--her increased level of education, sophistication, independence. Covers new retail merchandising techniques, and changing resource patterns. Emphasis placed on the multi-billion-dollar leisure market, the service-for-profit field, "culture" merchandise, the "shop concept", and importance of imports.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE "CRACKERJACK" SALESMAN

Author _____ Date Pub. _____

Publisher The Center for Cassette Studies, Inc.
8110 Webb Avenue, North Hollywood, CA 91605

Teacher or Student Material Student Cost \$12.95 Length cassette
28 minutes

Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Experts discuss proper incentive for motivating the sales force. Some of the questions discussed are: What motivates a salesman? How does a company's competition affect the salesman's attitude? Is advertising important to the motivation of a salesman? How are salesmen, who may be lonely and frustrated, kept motivated? What is low-pressure selling? Is the salesman more important to the customer than the product?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE SALESMANSHIP
Author _____ **Date Pub.** _____
Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student **Cost** \$23.50 **Length** 4 audio lessons
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: What it means in improving sales. A step-by-step formula for stimulating creativity. A major key to developing creative sales-building ideas. How to turn failures into successes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE SELLING
Author H. Webster Johnson **Date Pub.** 1966
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$4.92 **Length** 368 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Develops the kind of sales techniques that will convince the customer of the integrity of the salesman and his product.

Title CUSTOMER SERVICE PEOPLE
Author _____ **Date Pub.** Weekly
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$.30 **Length** approx. 4
Grade Level Collegiate/Adult **Suggested Time of Use** _____
per copy **pages per issue**

OBJECTIVES:

SUMMARY DESCRIPTION: A newsletter designed to serve as the trade journal of salespeople to help them rediscover the importance of their job, better understand the consumer of today, and to provide a medium of exchange for their thoughts, ideas and problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CUSTOMERS DON'T BITE: SELLING WITH CONFIDENCE
Author Jules Steinberg **Date Pub.** 1972
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$5.95 **Length** 192 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the essentials of successful selling as perceived through logic, psychology and experience.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE D-I-G METHOD OF SELLING

Author _____ **Date Pub.** _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student **Cost** \$5.95 **Length** 1 audio lesson

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A practical, simplified system for persuading prospects and customers to say "yes."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DARINELL SALES AND MARKETING SERVICE

Author _____ **Date Pub.** _____

Publisher Darinell, 4600 Ravenswood Avenue, Chicago, IL 60640

Teacher or Student Material Student **Cost** _____ **Length** _____

Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES: To supply one with the material he can use to increase the effectiveness of his sales force.

SUMMARY DESCRIPTION: Reference file that covers 12 major classifications of sales and marketing activities. Covers all the functions from hiring salesmen through sales policy.



Title ESSENTIALS OF MERCHANDISE INFORMATION: NONTEXTILES

Author L. Levy, R. Q. Feldman and E. Corenthal **Date Pub.** 1968

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material Student **Cost** \$7.60 **Length** 336 pages

Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with specific non-textile items; how materials and manufacturing processes affect quality, pricing and appearance; care and maintenance; quality features; selling information and techniques. A Salesman's Glossary is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$1.00), and Workbook (\$1.50)

Title FACTS ABOUT MERCHANDISE

Author William B. Logan and Helen M. Moon **Date Pub.** 1962

Publisher Educational Book Division
Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student **Cost** \$6.57 **Length** 304 pages

Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES: Provide up-to-date information about products sold in the retail market.

SUMMARY DESCRIPTION: Presents a description and analysis of the products most frequently bought and sold in department stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Film Lists (\$2.20)

Title FUNDAMENTALS OF SELLING
Author John Wingate and Carroll Nolan **Date Pub.** 1969
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$6.68 **Length** 595 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: (1) To help the student give intelligent consideration to the possibility of making selling a career; (2) To train the student to evaluate sales appeals and sales techniques; (3) To give the student an appreciation of the key place of selling in the marketing of goods and services; and (4) To develop interest in and knowledge of the general principles of selling.

SUMMARY DESCRIPTION: Basic principles of effective selling are emphasized and applied to all types of sales activities with attention given to retail selling and selling as a career.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Workbook (\$1.88), and Tests 1-4 (\$.36)

Title HOW TO KEEP CUSTOMERS BUYING
Author _____ **Date Pub.** 1961
Publisher M&G Sales Education, The National Cash Register Company
NCH Education Center - Sugar Camp, Dayton, OH 45479
Teacher or Student Material Student **Cost** \$5.00 **Length** 24 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES: To discuss the salesperson's duties and responsibilities in a self-service store.

SUMMARY DESCRIPTION: Deals with the new terminology in mass merchandising, store layout, the idiosyncrasies of today's self-service shopper, and the sales person in this relatively new retail environment. Also discussed are handy tips on self-service selling as well as the key points to be constantly practiced by the salesperson in a mass-merchandising store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title JINGLE BELL PRE-CHRISTMAS TRAINING
Author R. James Rich, Jr. **Date Pub.** 1971
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.00 **Length** 62 pages
four 2-hour
Grade Level Adult **Suggested Time of Use** sessions
OBJECTIVES:

SUMMARY DESCRIPTION: A complete outline of the necessary elements in establishing and teaching a pre-Christmas sales training program. This includes the author's promotional efforts, a teaching outline, handouts, and suggestions for success.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title KNOW YOUR MERCHANDISE
Author I. A. Wingate, K. R. Gillespie and B. C. Addison **Date Pub.** 1964
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$6.72 **Length** 672 pages
Grade Level Secondary **Suggested Time of Use** 1 sem.
OBJECTIVES:

SUMMARY DESCRIPTION: Explains the composition of various products and how these products can be used most effectively by the consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$2.40), Laboratory Manual (\$2.67), and Key for Laboratory Manual (\$1.60).

Title LISTENING/PROSPECTING
Author _____ Date Pub. _____
Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
4 audio
Teacher or Student Material Student Cost \$23.50 Length lessons
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The important first step in prospecting. Where to concentrate your sales efforts and how to correctly identify your best sales prospects. Getting referrals. Why some salesmen are afraid to sell. "Cold" canvassing. How to pick up important buying clues. The problem of faked attention and how to recognize it. What you should listen for when the buyer is talking. Deaf spots in your listening ability--recognizing them, what to do to correct them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAKING COURTESY WORK FOR YOU
Author _____ Date Pub. 1965
Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA
Teacher or Student Material Student Cost _____ Length 82 pages
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed manual designed to furnish the retailer with an inexpensive, self-instructional and effective method of training sales personnel. It teaches the retail sales person the basic techniques of courteous selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAKING SUGGESTIONS TO INCREASE SALES
Author _____ **Date Pub.** _____
Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA
Teacher or Student Material Student **Cost** _____ **Length** 82 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Teaches the retail sales person the basic techniques of selling effectively through suggestions. Shows how this leads to more sales and to greater customer satisfaction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN APPLIED SALESMANSHIP
Author Allan Reid **Date Pub.** 1970
Goodyear Publishing Co., Inc.
Publisher 15113-15 Sunset Boulevard, Pacific Palisades, CA 90272
Teacher or Student Material Student **Cost** \$10.95 **Length** 463 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Globally-oriented book on selling which has a goal-setting, management-oriented principles approach. Presents principles, problems, and solutions with the needs of the beginner always in mind. Organized into topic paragraphs, with headings and subheadings underlining the topics covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN SALES TECHNIQUES
Author D. E. Materials Lab **Date Pub.** 1968
Publisher 1885 Noil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.00 **Length** 31 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: An outline for sales training which takes the instructor and students through the five selling steps in a concise organized manner.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MONEY UNLIMITED FOR RETAIL SALESMEN
Author Paul Rosenthal **Date Pub.** 1967
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$1.75 **Length** 64 pages
Grade Level Secondary/College/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes selling methods that promise greater earnings and includes material and psychological rewards for good performance.

Title THE MONTGOMERY WARD PRE-CHRISTMAS TRAINING MANUAL
Author Fred Palcho and John D. Mattingly **Date Pub.** 1969
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$3.00 **Length** 90 pages
Grade Level Secondary **Suggested Time of Use** 16 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A manual directed specifically to those who are preparing for employment with Montgomery Ward. Deals only with procedures and techniques of Montgomery Ward. A large audiovisual supplement is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MYSTERY OF SELLING TO WOMEN
Author Elizabeth Ann Toth **Date Pub.** 1973
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$3.00 **Length** 89 pages
Grade Level Secondary **Suggested Time of Use** 16 hours

OBJECTIVES: To help salespeople increase sales volume by the use of the techniques of motivation, communication, and human engineering.

SUMMARY DESCRIPTION: Salesmanship manual with the emphasis on dealing with the woman customer. Contains a brief teaching outline.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NAME OF THE GAME IS SELL

Author Budd Gore Date Pub. _____

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost \$3.00 Length 48 pages

Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Points up the need for belief in selling, faith gained in making enough calls, for honesty and what it produces, for enthusiasm and its contagious value, for helpfulness, for curiosity wisely employed and many other attributes to employ to be a successful sales person, regardless of product or service.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OBJECTIONS

Author _____ Date Pub. _____

Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
4 audio

Teacher or Student Material Student Cost \$23.50 Length lessons

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: How to discover hidden objections--beating objections to the punch. What to do when you have handled an objection and it still stands in the way of a sale. Different kinds of objections--how to handle each of them. The emotional impact of money--how to use it to your selling advantage. What to do if your product does not answer a customer's objections.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS.

Title PERSON-TO-PERSON SELLING
Author Seymour Helfant Date Pub. 1969
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$6.00 Length 64 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of 13 lessons in salesmanship for sales people from welcoming the customer to the clerical part of the sales transaction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE PERSONAL TOUCH
Author _____ Date Pub. _____
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost \$110.00 Length 15 minutes
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A visual training program to instruct sales personnel on the value of "personal touch" for customers. Gives examples of the effects of a smile from the girl at the wrapping desk to the effort of a salesgirl tracking down an unusual item. Available in the following formats: 35mm slides or 35mm filmstrip, tape cassette, reel-to-reel tape or 33 1/3 rpm record.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE POWER OF PROPOSAL SELLING

Author _____ Date Pub. _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student Cost \$34.00 Length 6 audio lessons

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The philosophy of proposal selling and how to use it to greatly increase sales. How to develop written and verbal proposals which dramatize needs and benefits, close the sale and get the order.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRE-APPROACH

Author _____ Date Pub. _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student Cost \$23.50 Length 4 audio lessons

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The importance of words and ideas 'n selling--how to find the right ones. How to turn objections to advantage. Overcoming doubts. Prospecting for customers--different methods and how best to use them. The importance of "qualifying" the prospect as a first step in selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF PERSONAL SELLING
Author _____ Date Pub. _____
Publisher I.T Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student Cost \$3.75 Length 133 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A sales training manual for junior executive trainees. Provides role playing situations to speed the learning of best ways to sell. Defines roles of the sales person and personal selling in fashion distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual (\$5.00)

Title PRINCIPLES OF SALESMANSHIP
Author Richard Howland Date Pub. 1972
Publisher Learning Systems Co., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student Cost \$3.25 Length 151 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the subject area or be a major source material for studying the principles and techniques of selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE SALESMANSHIP
Author _____ **Date Pub.** _____
Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student **Cost** \$5.95 **Length** 1 audio lesson
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: It's not enough just to make sales. The salesman should also make sure his sales are profitable to his company.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROGRAMMED INSTRUCTION COURSE FOR THE D. E. STUDENT
Author Millicent Alter and John W. Blyth **Date Pub.** 1967
Publisher Argyle Publishing Co., 200 Madison Avenue, New York, NY 10016
Teacher or Student Material Student **Cost** _____ **Length** 272 pages
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A "how to" course on: greeting every prospect in a friendly manner; using an approach most likely to make the prospect your customer; determining the prospects wants and preferences; selecting the appropriate merchandise; and presenting it effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROSPECT ANALYSIS NO. 1

Author _____ **Date Pub.** _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student **Cost** \$23.50 **Length** 4 audio lessons

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Observation and interrogation, important first sales steps. The secret of a good presentation. The problem-solving approach to selling. How to ask questions and interpret feedback.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROSPECT ANALYSIS NO. 2

Author _____ **Date Pub.** _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student **Cost** \$23.50 **Length** 4 audio lessons

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: How to handle different types of prospects and increase their desire to buy. How to decide on selling strategy. Reinforcing the sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL SALESMANSHIP
Author _____ Date Pub. 1968
Publisher Addison-Wesley, Reading, MA
Teacher or Student Material Student Cost _____ Length 82 pages
Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES: To teach essential skills for successful retail selling.

SUMMARY DESCRIPTION: Programmed instruction which offers a basic foundation of selling techniques for the beginner in the retail field, and supplements and strengthens the experienced salesman's existing skills. All the important areas of retail selling are covered, including approaching the customer, finding out customer needs, selecting and showing specific merchandise, helping the customer make a purchase decision, and closing the sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL SALESMANSHIP
Author F. E. Hartzler Date Pub. 1970
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student Cost \$2.73 Length 122 pages
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed text. At the beginning of each chapter of the text the student is given specific learning objectives. These objectives center around the performance requirements of the job. Introductory stories also appear in narrative form which involve the student with selling problems commonly faced by the beginning salesman.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$.80)

Title RETAIL SELLING
Author Bodle and Corey Date Pub. 1972
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student Cost \$5.85 Length _____
Grade Level Secondary Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Preparation for retail selling including: selling, stock-keeping, completing sales slips, cashiering, wrapping, and maintaining a work station.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS: Teacher's Manual and Key (\$2.40), Laboratory Manual (\$2.37), and Key to Laboratory Manual (\$1.60).

Title SALES HORIZONS
Author Kenneth S. Haas and Enos C. Perry Date Pub. 1968
Educational Book Division
Publisher Prentice-Hall, Englewood Cliffs, NJ 07632
Teacher or Student Material Student Cost \$5.61 Length _____
Grade Level Secondary Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Trains students for both consumer buying and careers in selling. Covers all aspects of modern selling and marketing using popular language in narrative style.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS: Teacher's Guide to Text, Workbook, and Chapter Tests to \$1.00, Student Projects (\$1.00), and Chapter Tests (\$.87).

Title SALES MANAGEMENT, CONTEMPORARY PERSPECTIVES
Author J. Allison Barnhill **Date Pub.** 1970
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student **Cost** \$5.75 **Length** 500 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces contemporary material on such subjects as: buyer behavior, communication, international marketing, industrial selling, and technology of sales management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES AND MARKETING
Author K. O. Meyers **Date Pub.** _____
Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017
Teacher or Student Material Student **Cost** \$119.00 **Length** 70 transparencies
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES: To help students increase their skills and marketing knowledge.

SUMMARY DESCRIPTION: Helps students learn the art of selling and the techniques of marketing. Included are worksheets to further involve the student.

Title SALES STRATEGY - CASES AND READINGS
 Author Robert F. Givinner and Edward N. Smith Date Pub. 1969
 Appleton-Century-Crofts
 Publisher Meredith Corp., 440 Park Avenue, South, New York, NY 10016
 Teacher or Student Material Student Cost _____ Length 558 pages
 Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses attention on the dynamic area of sales strategy as it is planned, implemented, and controlled in the business enterprise. The view of salesmanship and sales management presented in this volume is clearly a departure from the traditional view. As presented here, the sales field is not a collection of discrete activities, but rather a unified effort.

AVAILABLE INSTRUCTIONAL MATERIALS AND TESTS:

Title THE SALE THAT TURNED THE TIDE
 Author _____ Date Pub. _____
 Classroom World Productions, Order from Associated Educational
 Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
 _____ filmstrip
 Teacher or Student Material Student Cost \$37.50 Length 1 filmstrip
 w/o filmstrip \$5.95
 Grade Level: Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: How extra sales are often lost. how to employ more suggestive sales techniques and "sell up."

AVAILABLE INSTRUCTIONAL MATERIALS AND TESTS:



Title SALESMAN'S WORKSHOP
Author _____ **Date Pub.** _____
Publisher National Sales Development Institute, Waterford, CT 06385
Teacher or Student Material Student **Cost** _____ **Length** 8 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Each lesson is designed to help salesmen do a better job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP
Author _____ **Date Pub.** _____
Publisher National Book Company, 1119 S.W. Park Avenue, Portland, OR 97205
Teacher or Student Material Student **Cost** \$164.25 **Length** 15 tapes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A complete program. Major units include knowledge for selling; personality and personal traits; the selling process; using special media; selling policies, and goodwill.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS: Student Syllabus (\$5.25)

Title SALESMANSHIP
Author _____ Date Pub. 1972
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student Cost _____ Length 302 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: In this book the systems approach offers the student a quick grasp of the essential elements of professional salesmanship and the ways to use them in a logical, meaningful, and related manner. This approach tells the student how close the customer is to actually buying, and what selling activity parallels this progression.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP
Author H. R. Chesire Date Pub. 1967
Publisher Colonial Films, Inc., 70 Fairlie Street, N.W., Atlanta, GA 30303
Teacher or Student Material Teacher Cost _____ Length 21 transparencies
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such topics as: What is selling? the sales flow; opening the sale; and overcoming objections.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP
Author Marvin W. Hempel **Date Pub.** _____
Western Tape
Publisher Box 69, 2273 Old Middlefield Way, Mountain View, CA 94042
Teacher or Student Material Student **Cost** \$199.95 **Length** 30 lectures
15 tapes
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the entire field of selling from earliest times to the present. All aspects of business, as it relates to selling, are discussed and analyzed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Additional student syllabus (\$5.25), and Additional Key with tests (\$2.95)

Title SALESMANSHIP
Author W. J. E. Crissy and R. M. Kaplan **Date Pub.** 1969
Publisher John Wiley & Sons, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 366 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A conceptually oriented treatment in depth of the dynamics of the selling-buying process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP
Author C. A. Kirkpatrick **Date Pub.** 1971
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$10.45 **Length** 540 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents professional selling based on studying customer needs and customer satisfaction. The basic philosophy of the book is an understanding of the salesman's obligation (1) to himself, (2) to his company, and (3) to his customer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP FUNDAMENTALS
Author Richard L. Ashmun and John W. Ernest **Date Pub.** 1973
Publisher Gregg/McCraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$5.97 **Length** 470 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Principles of salesmanship as well as specialized topics such as outside selling, industrial sales, and route selling. The end-of-chapter activities are suited to either the cooperative or simulated plan for vocational training.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$2.40) and Student Activity Guide (\$2.25)

Title SALESMANSHIP: HELPING PROSPECTS BUY
Author C. A. Kirkpatrick **Date Pub.** 1961
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** **Length** 532 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Written for individuals who must influence or persuade, actuate or lead other individuals, now or in the future. Since this book is a combination of principles and techniques, it recognizes "why" as well as "what," "how," and "when." The principles which receive emphasis are basic and lasting; they are the principles which students will apply in business. Techniques include practices to adopt and practices to avoid.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP: PRINCIPLES AND METHODS
Author Carlton A. Pederson and Milburn D. Wright **Date Pub.** 1966
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** \$9.50 **Length** 756 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: To provide practical and effective educational materials which will make it possible for students to obtain a broad foundation in the field of selling and to prepare them for future careers in selling.

SUMMARY DESCRIPTION: Emphasis is placed upon the service type of selling, where the salesman is expected to act in the capacity of an advisor, a consultant, an expert, and as one who is sincerely interested in the welfare of the buyer. Recognition is provided for the contributions selling has made, and must continue to make, to insure a healthy economy and a continued high standard of living for Americans.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP: SUGGESTED GUIDE FOR A TRAINING COURSE
Author _____ **Date Pub.** 1967
Publisher U. S. Department of Health, Education and Welfare, Washington, DC
Teacher or Student Material Teacher **Cost** _____ **Length** 56 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 10 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: This guide has been developed to assist administrators and teachers in developing content for courses to be used in preparing persons who wish to develop the abilities necessary for competence in the area of salesmanship. Provides for 10 weeks of instruction divided into ten major divisions or units. The sequence of instructional material and the time assigned are suggestive. Both time and content may be changed to better meet local needs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SECRET OF LOW PRESSURE SALESMANSHIP
Author _____ **Date Pub.** _____
Publisher Classroom World Productions, Order from Associated Educational Material Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student **Cost** \$75.00 **Length** 2 sound filmstrips
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: What low pressure salesmanship is. How it can win customer confidence and respect, build sales volume with repeat business. The importance of change-of-pace in successful selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SECRETS OF "SELL-A-MILLION SAM"
Author Samuel A. Gross **Date Pub.** 1961
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$2.95 **Length** 72 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Offers advice on better buying, choosing resources, motivating salespeople and speeding up slow merchandise. A special section gives 100 steps to sales success.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING
Author _____ **Date Pub.** _____
Publisher Universal Education and Visual Arts, 221 Park Avenue South, New York, NY 10003
Teacher or Student Material Student **Cost** \$6.00 **Length** 8 filmstrips
Grade Level Secondary/Adult **Suggested Time of Use** ind. cassettes \$5.50
each filmstrip/ind. records \$5.00

OBJECTIVES:

SUMMARY DESCRIPTION: Topics covered are: Selling As A Career, The Economics of Selling, Your Person and Personality, Know Your Product, Why People Buy, Techniques in Selling, Objectives and Objections, Law, and Horizons in Selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING: A BEHAVIORAL SCIENCE APPROACH
Author Joseph W. Thompson **Date Pub.** 1966
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** **Length** 384 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: (1) To provide the practicing salesman a general theory of selling and to help him understand the "why" of the sales process. (2) To provide the marketing student an accurate picture of what personal selling is and to help him better comprehend the role of selling within the broad concept of marketing.

SUMMARY DESCRIPTION: Analysis and application of the behavioral sciences in selling. It draws heavily from the disciplines of communications, economics, marketing, and management for concepts, ideas, and principles that are basic to the selling function as it exists today.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING: A GOOD WAY TO EARN A LIVING
Author Wesley Caldwell and Porter Henry **Date Pub.** 1971
Publisher Olcott Forward, Inc., Pleasantville, NY 10570
Teacher or Student Material Student **Cost** \$73.00 **Length** 128 pages
Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Describes realistic, entry-level jobs in widely varying fields and awakens students to what employers are looking for and expect from apprentice salesmen. An LP containing open-ended dramatizations, two filmstrips, spirit masters, picture cards, role-play dialogs, posters, 24 student copies of readings, bibliography, suggested assignments, and catalog card kit are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title SELLING INSIDE THE OFFICE PRODUCTS STORE
Author Homer Smith **Date Pub.** 1972
National Office Products Association
Publisher 1500 Wilson Boulevard, Arlington, VA 22209
Teacher or Student Material Student **Cost** \$25.00 **Length** 6 booklets
3 cassettes
Grade Level Secondary/Collegiate **Suggested Time of Use** 6 hours

OBJECTIVES: To provide basic selling skills to sales personnel who work inside the typical office products and stationery stores.

SUMMARY DESCRIPTION: Topics covered are: This is Your Business, Opening the Sale, Presenting the Merchandise, Overcoming Resistance, Closing the Sale, and Increasing the Sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Leader's Guide

Title SELLING BY MAIL ORDER
Author Richard D. Millican **Date Pub.** 1965
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Student **Cost** Free **Length** 12 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses mail-order selling as an operation, rather than a kind of business. Describes its use by many organizations in trade and industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING AND SERVICING MECHANICAL REFRIGERATION AND AIR CONDITIONING
Author William G. Flewellen **Date Pub.** 1965
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 8 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A limited bibliography of some principal sources of information on refrigeration and air conditioning.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SERVICE STATION JOB INTRODUCTION AND SALESMANSHIP
Author _____ **Date Pub.** _____
Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
12 sound filmstrips
Teacher or Student Material Student **Cost** \$127.50 **Length** _____
silent \$60.00/ Audio w/o filmstrip
Grade Level Secondary/Adult **Suggested Time of Use** \$10.95

OBJECTIVES:

SUMMARY DESCRIPTION: Because of training and job orientation deficiencies, many service station employees don't live up to their boss's expectations and find their work dull, unrewarding. This series has been developed to remedy that situation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, quiz and review aids.

Title SOCRATIC TECHNIQUE
Author _____ **Date Pub.** _____
Publisher Classroom World Productions, Order from Associated Educational Materials, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student **Cost** \$23.50 **Length** 4 audio lessons
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: How to apply an ancient skill in selling. Guiding a prospect to flag his wants and needs. Selling creativity. The one element in sales that is most changeable. Buying motives and the prospect's mind.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE SALESMANSHIP
Author O. P. Robinson, W. R. Blackler and W. B. Logan **Date Pub.** _____
Publisher Educational Book Division Prentice-Hall, Englewood Cliffs, NJ 07632
Teacher or Student Material Student **Cost** \$4.98 **Length** _____
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Uses the job analysis approach and thoroughly covers the selling process in stores. Employee qualifications, including personality traits are set forth, actual cases and problems are included. Merchandise information is emphasized.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$1.65). Workbook (\$1.80), and Teacher's Key to Workbook (\$.65).

Title SUCCESSFUL COSMETIC SELLING
Author Joan Degenshein and Naomi Manners Stern **Date Pub.** 1971
Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016
Teacher or Student Material Student **Cost** \$6.50 **Length** 192 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Aims at upgrading the cosmetician and explains how to boost cosmetic sales in all types of outlets. Products, selling principles, customer advice, counter arrangements, and how the problems involved in selling cosmetics can be solved are some of the topics covered in this book.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUCCESSFUL RETAIL SALESMANSHIP
Author Garland D. Wiggs **Date Pub.** 1967
Publisher Argyle Publishing Co., 200 Madison Avenue, New York, NY 10016
Teacher or Student Material Student **Cost** _____ **Length** 30 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed instruction for the development of retail salespeople. Includes all phases of retail selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUCCESSFUL SALES MANAGING
Author _____ **Date Pub.** 1967
Publisher Business Education Division, Dun & Bradstreet, Inc., New York, NY 10019
Teacher or Student Material Student **Cost** \$1.95 **Length** 185 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES: To help sales managers build the skills they need to meet the responsibilities of their job.

SUMMARY DESCRIPTION: Discusses the three vital areas of (1) the man in sales management; (2) building a sales organization; and (3) managing manpower.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SUCCESSFUL SALESMAN
Author Ronald L. Bern and Herbert M. Greenberg **Date Pub.** 1972
Publisher Auerbach Publishers, Inc., 121 North Broad Street, Philadelphia, PA 19107
Teacher or Student Material Student **Cost** \$8.95 **Length** 160 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Offers advice and insights on the nature of selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUCCESSFUL SELLING IDEAS
Author _____ **Date Pub.** 1965
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$60.00 **Length** 31 slides
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how conventional retailers of all sizes are meeting the challenge of mass merchandising techniques including discounting and self-service. Focuses on selling ingenuity and shopping convenience. Covers such topics as cost-cutting on the selling floor, brand selling, stock shortages, private label, management decisions on selling hours and selling approaches.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title TAKE A GOOD LOOK
Author _____ **Date Pub.** _____
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Teacher **Cost** \$95.00 **Length** 13 minutes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Spells out the ABC's of a wardrobe, cleanliness and dressing for the occasion and the importance of good grooming in dealing with the public. A fact sheet is included which outlines ways to implement a store-wide better grooming campaign.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Take A Good Look booklet (Minimum order 10. \$.40 each)

Title TEN STEPS OF A PLANNED SALES PRESENTATION
Author D. E. Materials Lab **Date Pub.** 1972
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.95 **Length** 33 RPM record
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Presents 10 selling tips to motivate sales trainees.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Script booklet.

Title TEXTBOOK OF SALESMANSHIP
Author F. H. Beach, R. H. Buskirk and F. A. Russell **Date Pub.** 1969
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** _____ **Length** 596 pages
Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Reflects the changes that have affected the role of selling and of the salesman. More attention is paid to industrial selling and the attention given to door-to-door selling has been reduced.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE THREE KEYS
Author _____ **Date Pub.** _____
Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
4 audio
Teacher or Student Material Student **Cost** \$23.50 **Length** lessons
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Why a salesman's knowledge of his products, their benefits and basic information about his products are vital to effective salesmanship. The value of putting excitement and enthusiasm into sales presentations. How to overcome price objections, appeal to individual desires and needs. Pride, what it means in selling. Why sales are frequently lost.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TOP DOG
Author _____ **Date Pub.** _____
Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
1 sound filmstrip
Teacher or Student Material Student **Cost** \$18.75 **Length** 33 frames
Audio w/o filmstrip \$5.95
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a touch of humor for sales meetings and sales training programs, giving the audience a welcome change of pace.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAINING RETAIL SALESPEOPLE
Author William B. Logan **Date Pub.** 1966
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 8 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography lists U. S. Government and non-governmental publications that should assist prospectives and current owners of small retail businesses in training their retail salespeople.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 200 ON ALFRED
Author _____ **Date Pub.** _____
Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
6 sound
Teacher or Student Material Student **Cost** \$256.50 **Length** filmstrips
Audio w/o filmstrips \$34.00
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Teaches the basic fundamentals and fine points of selling. Attention holding story treatment deals with taking the most unlikely candidate and showing how what he learns turns him into a polished, professional salesman.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, quiz, review aids and Salesmanship diploma

Title WHAT IT TAKES TO MAKE 'EM BUY
Author _____ **Date Pub.** _____
 Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student **Cost** \$23.50 **Length** 4 audio lessons
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The "V.I.P." and "YOU" approaches. Unrecognized wants-- how they can lead you to more sales. The use of trial questions in closing. How to prove a benefit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE WINNING WORDS OF WILBUR POE
Author _____ **Date Pub.** _____
 Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student **Cost** \$257.00 **Length** 6 sound filmstrips
 Audio w/o filmstrips \$3.50
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: How to inject enthusiasm and sincerity into sales letters. How to put ideas in writing that hold attention, make prospects want to do business with you. A simple, tested formula for quickly planning a letter, organizing the subject matter for greater impact and maximize its action appeal. The "W-I-N System" --What it is and how it can work for you. How to most effectively use letters to handle inquiries, to get the order, to pave the way for sales calls. How to write better letters: for collection purposes, to straighten out customer complaints, create goodwill, enlist cooperation, develop a friendly atmosphere and ask a favor.
AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, quiz, review aids and Diploma



Title WRITING LETTERS THAT SELL: YOU, YOUR IDEAS, PRODUCTS & SERVICES
Author Patrick Monaghan **Date Pub.** 1968
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Both **Cost** \$6.95 **Length** 208 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how to write letters that result in sales, from the "sell yourself" to the "sell a growth image to stockholders" letter. Provides a basic formula applicable in all letter-writing situations. Essential pointers, strategies, marketing concepts are offered, plus a chapter on "Things to Avoid."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU ARE THE PUBLIC RELATIONS EXPERT IN YOUR STORE
Author Jerome E. Klein **Date Pub.** _____
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$.15 **Length** 24 pages
Minimum order 10
each
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: An elementary course in public relations for store sales people.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU THE SALESPERSON
Author National Retail Merchants Association **Date Pub.** _____
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$60.00 **Length** 10½ minutes filmstrip
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the seven important steps toward successfully completing a sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: You The Salesperson Booklet and a hand out pencil imprinted with "You are My Salesperson" is supplied with each booklet (Minimum order 10. \$.75 each)

Title YOUR INTIMATE GUIDE TO SUCCESSFUL SELLING
Author Jerome E. Klein **Date Pub.** _____
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$.15 **Length** 24 pages Minimum order 10 each
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrated primer to encourage salespeople to dress well reminding them that good grooming and neatness is an aid to selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR STORE AWAY FROM HOME
Author _____ **Date Pub.** _____
Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$.15 **Length** 16 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

Minimum order 10.

each

OBJECTIVES:

SUMMARY DESCRIPTION: A training primer to help store people do a better customer relations job at the most important point, contact with the public. Outlines the importance of good housekeeping, emphasizes neatness in the selling areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

HARDWARE, BUILDING MATERIALS, FARM AND GARDEN SUPPLIES
AND EQUIPMENT

04.09 00 00

Organized subject matter and learning experiences related to various sales and sales-supporting tasks performed by distributive employees and management personnel in establishments engaged primarily in selling one or more of the following product lines at retail, at wholesale, or to contractors: hardware, paint, wallpaper, lumber, building materials supplies and equipment for home construction, or farm and garden supplies and equipment.

Title BUILDING MATERIALS TECHNOLOGY AND SELLING
Author _____ **Date Pub.** 1972
Instructional Materials Services
Publisher Division of Extension, The University of Texas, Austin, TX 78712
Teacher or Student Material Student **Cost** \$21.95 **Length** 500 pages
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Product information and specifications for 16 different categories of lumber and building materials.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book \$3.50

Title FARM, HOME, AND GARDEN SUPPLIES
Author _____ **Date Pub.** 1969
Instructional Materials Services
Publisher Division of Extension, The University of Texas, Austin, TX 78712
Teacher or Student Material Student **Cost** \$7.50 **Length** 209 pages
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Technical product information on animal feeds, fertilizers and soil amendments, farm chemicals, and seeds.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book (\$2.00)

Title FEED AND FARM SUPPLIES
Author _____ **Date Pub.** 1966
Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712
Teacher or Student Material Student **Cost** _____ **Length** 155 pages
Grade Level Secondary/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This manual serves as a valuable tool in training and guiding the student's job assignments when on cooperative training.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HARDWARE RETAILING
Author Dorothy Ritter **Date Pub.** 1966
Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 8 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The publications cited in this bibliography are books and pamphlets issued by Federal agencies and listed under the issuing agency. All deal with hardware as a retail enterprise.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HARDWARE SALES TRAINING KIT

Author _____ Date Pub. 1966

Instructional Materials Services

Publisher Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student Cost \$25.00 Length 16 books

Grade Level Secondary Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Four students may work from kit simultaneously. Discusses hardware merchandi , selling, advertising, merchandising, and management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LUMBER AND BUILDING MATERIALS

Author _____ Date Pub. 1968

Instructional Materials Services

Publisher Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student Cost _____ Length 3 books

Grade Level Secondary/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasis upon basic information and jobs which D.E. students perform in this field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PLUMBING, HEATING AND AIR CONDITIONING
Author Donald L. Weast **Date Pub.** 1964
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 7 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A limited bibliography of some principal sources of information on plumbing, heating, and air conditioning. Concerns problems of sales, installation and service, rather than those of equipment design and technical developments. Sales aids and merchandising suggestions are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING FARM AND GARDEN SUPPLIES
Author Norman Hoover, Robert Joy and Lawrence Walsh **Date Pub.** 1971
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$2.55 **Length** 140 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Job skill manual designed to prepare students for employment in the agricultural sales and service occupations since it is estimated that between 20 and 25 percent of the off-farm agricultural occupations involve selling farm supplies to the professional farmer, the industrial user and the homeowner.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$2.20)

HOME FURNISHINGS

04.10 00 00

Organized subject matter and learning experiences related to various sales and sales-supporting tasks performed by distributive employees and management personnel in retail and wholesale establishments engaged primarily in selling home furnishings such as furniture, household appliances, floor coverings, draperies, and specialized lines of home items.

Title ACCENT DECOR
Author _____ **Date Pub.** _____
Publisher Scott Paper Co., Classroom Service Dept., Modern Talking
Picture Service, 1212 Avenue of the Americas, New York, NY 10036
Teacher or Student Material Student **Cost** _____ **Length** 10 minutes **color movie**
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Features interior designer, William Pahlman, creating room designs from English Regency to exotic Oriental.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BEFORE YOU BUY...WHAT YOU SHOULD KNOW ABOUT UPHOLSTERY FABRICS
Author _____ **Date Pub.** _____
Publisher Textile Fibers Dept.
E. I. du Pont de Nemours & Co., Inc., Wilmington, DE 19798
Teacher or Student Material Student **Cost** _____ **Length** 28 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes Du Pont's Antron nylon flat and pile fabrics that are used to cover furniture cushions, padding, and webbing. Sums up the types of fabric, patterns and colors suitable for French, Chippendale, Hepplewhite, and other traditional furniture; American, French, and Italian Provincial; and contemporary furniture. Tells how to check nylon upholstery for quality and comfort and how to keep it clean. Contains a few rules for choosing colors.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHINA AND GLASSWARE MERCHANDISER
Author National Retail Merchants Association **Date Pub.** _____
Publisher 110 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$6.00 **Length** 161 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A sourcebook of information on china and glassware. Includes history, glossary of trade terms, merchandising plans and sales planning aids. Analyzes the scope and responsibility of the buyer's job, cites numerous successful sales promotion techniques including opportunities in the bridal market and in table settings.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COLOR IN HOME FURNISHING
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Teacher **Cost** \$10.00 **Length** Teaching kit
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A teaching kit with 2 full color filmstrips, a room color coordinator with 450 pieces of paper furniture.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guides

Title COLOR NEWSREEL
Author _____ **Date Pub.** _____
Publisher National Paint, Varnish and Lacquer Assn., Classroom Service Dept.
Modern Talking Picture Service, 1212 Avenue of the Americas, New York,
NY 10036
Teacher or Student Material Teacher **Cost** _____ **Length** 28 minutes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A movie featuring 7 rooms by internationally known interior designers. The role of paint and colors in modern home decoration is dramatized.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE FURNITURE ARRANGMENTS
Author _____ **Date Pub.** _____
Publisher Broyhill Furniture Factories, Lenoir, NC 28645
Teacher or Student Material Student **Cost** Free **Length** Folder
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A chart plus gummed stickers labeled "chest," "bed," "dresser," "buffet," "room divider," "chair," "sofa," "desk," etc. for planning a room.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DECORATING KIT
Author _____ **Date Pub.** _____
Publisher Tell City Chair Co., Tell City, IN
Teacher or Student Material Teacher **Material for** 50 students
Cost \$6.00 **Length** 96 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A Teaching Kit that contains a 96-page "Primer of Early American Home Decorating," fabric swatches, six stencils including room planning graph, how to achieve the Early American look, window treatments, estimating yardage and decorating hints.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DECORATIVE WAYS TO REFINISH FURNITURE
Author _____ **Date Pub.** _____
Publisher Women's Activities, Pittsburgh Plate Glass Co.
One Gateway Center, 10 North, Pittsburgh, PA 15222
Teacher or Student Material Teacher **Cost** _____ **Length** Program kit
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on how wood paneling and furniture can be protected with stain and beautiful with color.

Title FAIRCHILD'S DICTIONARY OF HOME FURNISHINGS
Author E. Hoffman, B. F. Buck, and V. Small **Date Pub.** 1972
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Both **Cost** \$15.00 **Length** Vol. I 300 pages
per volume Vol. II 250 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A two-volume set covers every practical retailing aspect of home furnishings. Vol. I covers styles, periods, designers, makers, components, materials, manufacture and finishings of Contemporary, Traditional and Antique Furniture. Included are the latest terms on: plastics and synthetics; lesser-known imported woods; machinery and manufacturing; the latest selling and retailing methods. Volume II covers resilient and soft surface floor coverings; fabrics and fibers; lamps and decorative accessories. Included are the latest terms on: important machinery used in manufacturing; the production and molding of raw materials.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FASHIONS FOR THE BEAUTIFUL BEDROOM
Author _____ **Date Pub.** _____
Education Dept.
Publisher Bates Fabrics, Inc., 112 West 34 Street, New York, NY 10001
Teacher or Student Material Student **Cost** Free **Length** 45 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Catalogs Bates bedspreads and tablecloths, and sketches ways to make headboards, canopies, curtains or draperies, also cover walls, folding screens, or open-work doors of cabinets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FASHIONS FOR FLOORS
Author _____ Date Pub. _____
Publisher Bigelow-Sanford, Inc., 140 Madison Avenue, New York, NY 10016
Teacher or Student Material Student Cost _____ Length 26 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how different carpets set off a room. Shows tweedy carpets in casual rooms, pale carpets in traditional settings, and textured carpets in modern rooms. Sketches accent rugs for brightening a room.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FINE HARDWOODS MAKE FINE FURNITURE
Author _____ Date Pub. _____
Publisher Fine Hardwoods Assn., 66 Lake Shore Drive, Chicago, IL
Available
Teacher or Student Material Teacher Cost on loan Length Program kit
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The history of furniture and samples of hard wood.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Includes 34 color slides, script, a spiral-bound booklet.

Title FINE HARDWOODS SELECTORAMA

Author _____ Date Pub. _____

Publisher Fine Hardwoods Assn., 666 Lake Shore Drive, Chicago, IL 60611

Teacher or Student Material Student Cost \$1.20 Length 60 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: On its physical properties of hardwoods, tells how modern technology changes hardwoods into new forms and offers a collection guide with definitions of terms associated with hardwoods.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Twenty samples of rare woods, 6 by 10 inches, also available for \$7.50.

Title "21" COLOR MATCH DEFINITION

Author _____ Date Pub. _____

Publisher Carpet Marking Corp., 1000 N. Du Pont de Nemours Blvd., Washington, D.C. 20036

Teacher or Student Material Student Cost 1.00 Length Folder

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Available color schemes for walls, floor, and accent colors in a room.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FURNITURE PART

Author _____ Date Pub. _____

Publisher Good Housekeeping Bulletin Service
57 Street at Eighth Avenue, New York, NY 10019

Teacher or Student Material Student Cost \$.75 Length 38 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Compiles 273 examples of chests, commodes, dressers, low-boys, highboys, four-posters, canopy beds, upholstered beds, side chairs, armchairs, dining tables and small tables, cupboards and wardrobes, desks, bookcases, cabinets, breakfronts, love seats, sofas and mirrors. Shows how their designs evolved from the late 15th century to the middle 19th century, and points out design details for identifying and appreciating them. Includes a glossary.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title FURNITURE HISTORY

Author _____ Date Pub. _____

Publisher Encyclopedia Britannica, Inc., Kraemer Manufacturing Co., Naperville, IL

Teacher or Student Material Student Cost \$.25 Length 3 booklets

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses furniture styling, fabrics, quality and construction.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title FURNITURE RETAILING

Author J. Wade Rice **Date Pub.** 1967
Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both **Cost** Free **Length** 8 pages

Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of resources dealing with the furniture retailing field. A brief summary of the elements involved in this field is given preceding the bibliography.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GIFT AND ART SHOPS

Author John W. Robinson **Date Pub.** 1965
Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student **Cost** Free **Length** 8 pages

Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Concerned with small shops that sell moderately priced merchandise of sound quality. Provides a bibliography of some principal sources of information on gift and art shops.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GREAT BEGINNINGS

Author _____ Date Pub. _____

Publisher Bigelow-Sanford, Inc., 140 Madison Avenue, New York, NY 10016

Teacher or Student Material Student Cost _____ Length 23 pages

Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Tells how color creates warm and cool moods and how it can be used to make a room seem more colorful and lively. Describes different styles of furniture and presents a variety of tips for making a room interesting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOME FURNITURE

Author _____ Date Pub. _____

Publisher FYC Corp., 117 John F. Kennedy Boulevard, Philadelphia, PA 19103

Teacher or Student Material Teacher Cost on loan Length 10 sets of slides

Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates Avisco fibers used in home settings.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOME FURNISHINGS SALES TRAINING KIT

Author _____ **Date Pub.** 1960

Instructional Materials Services

Publisher Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student **Cost** _____ **Length** 8 books

Grade Level Secondary/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This kit has been compiled to teach prospective and present home furnishings salespeople how to sell effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Handbook

Title HOW TO BUY SHEETS & PILLOW CASES

Author _____ **Date Pub.** _____

Publisher Consumer Buying Series, 1301 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Student **Cost** Free **Length** _____

Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses things to look for in order to get the best quality when purchasing sheets and pillow cases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL DOMESTICS AND LINENS
Author Albert R. Levine Date Pub. 1962
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student Cost \$1.50 Length 56 pages
Grade Level Secondary/adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to selling domestics and linens properly, profitably and in volume. Provides basic information on various departments, such as bedding, bath accessories and linens for dining and kitchen use.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL FURNITURE
Author Stanley Slow Date Pub. 1971
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student Cost \$5.45 Length 108 pages
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A training guide for the retail furniture salesman. Covers the broad new areas and challenges in furniture selling: the results of a new emphasis on leisure living, the "second home," and of the influence of both fashion and science. Interpreted for the salesman is the new importance of casual and summer furniture; of plastic furniture as well as plastic parts and decorations; of the use of color, the "superfinishes," the new fabrics; of selling environment--the Total Look; and of the Youth Market's requirements. New credit rulings are discussed, the techniques of credit-backed big ticket selling and the role of service as an aid to sales. Includes a survey of furniture styles and illustrated sections on furniture.

Title HOW TO SELL HOME EQUIPMENT
Author Patrick Monaghan **Date Pub.** _____
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$1.00 **Length** 168 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A step-by-step guide to selling home equipment. Discusses the human aspects of salesmanship, from arousing interest to building a steady clientele. Several chapters provide advice for the salesman who wants to start his own store.

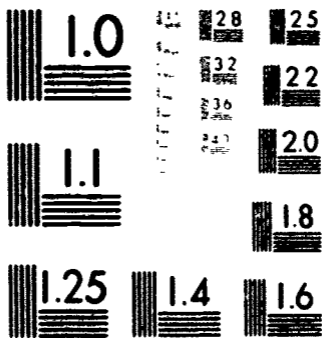
AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL AT RETAIL: TV, APPLIANCES & HOME IMPROVEMENTS
Author Patrick Monaghan **Date Pub.** 1960
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** 17.95 **Length** 192 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Contains the latest product, merchandising and marketing information and a programing of pointers for successful salesmanship; the art of "high-end" selling against discount items, home selling, gaining customer confidence.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:



MICROCOPY RESOLUTION TEST CHART

Title INTERIOR DECORATING
Author Herbert M. Jelley Date Pub. 1965
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both Cost Free Length 8 pages
Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography that presents some of the principal sources of information on interior decorating. They include U. S. Government publications, non-governmental publications, and trade associations. The books and pamphlets listed deal with such topics as: color and space in interiors, design problems, relating to period and modern styles, and history of furniture design.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title KEEPING UP WITH ACRYLON
Author _____ Date Pub. _____
Publisher American Dyestuff Co., 600 Main Avenue, Wayne, N.J.
Teacher or Student Both Student Cost _____ Length 66 pages
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Checks off the merits of this man-made fiber and lists the ways it is being used in curtains, clothing, draperies and wall coverings that are easy to keep clean.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LET'S TALK ABOUT CARPETS

Author _____ Date Pub. _____

Publisher Product Information Section, Textile Fibers Dept., E. I. du Pont de Nemours & Co., Inc., Centre Road Building, Wilmington, DE 19798

Teacher or Student Material Student Cost Free Length 6 pages

Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Presents some basic facts about various fibers and illustrates Du Pont's "501" Nylon, its various colors and textures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LIVE IN COLOR

Author _____ Date Pub. _____

Publisher Fibers Division American Cyanamid Co., 111 West 40th Street, New York, NY 10018

Teacher or Student Material Student Cost Free Length 6 pages

Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Depicts the practical qualities of carpets made with Creslan: color fastness, soil resistance, durability, and nonallergenic properties.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NEW FASHION IDEAS FOR BATHROOMS
Author _____ Date Pub. _____
Plumbing and Heating Division
Publisher American Standard, 40 West 40 Street, New York, NY 10018
Teacher or Student Material Student Cost Free Length 31 pages
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: offers different styles for decorating a bathroom with sunken tubs, carpeting, striped tile patterns, wallpaper, antiques, plants, murals, draperies and color. Includes a color chart for floors, tiles, paint, counter tops, curtains, and towels.

AVAILABLE INSTRUCTION MATERIAL AND TESTS:

Title NEW ROOMS FOR OLD
Author _____ Date Pub. _____
Celanese Filters Co.
Publisher Consumer Relations, 502 Fifth Avenue, New York, NY 10036
Available on
Teacher or Student Material Teacher Cost loan Length slides
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A teacher's manual plus color slide programs on home furnishings.

AVAILABLE INSTRUCTION MATERIAL AND TESTS:



Title PROFITABLE FURNITURE RETAILING: FOR THE HOME FURNISHINGS MARKETS

Author Stanley Slom **Date Pub.** 1967

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student **Cost** \$7.95 **Length** 240 pages

Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The new trends which are revolutionizing the home furnishings industry, creating fierce competition, endangering small-to-medium-volume dealers. Gives advice on efficient advertising, buying, warehousing, credit and collection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILERS' GUIDE TO BUYING APPLIANCES

Author _____ **Date Pub.** 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student material Student **Cost** \$1.50 **Length** 16 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Provides information on consumer information, dealer information and product service. Tells how to buy so that one will get his money's worth, protect customers and himself, tie in with the "consumer information trend" and make customers come back to buy again.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RUGS AND CARPETING, FACTS YOU SHOULD KNOW
Author _____ **Date Pub.** _____
Publisher Contact your local Better Business Bureau
Teacher or Student Material Student **Cost** Free **Length** _____
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Points out that it is as important to know how the fiber is used, how much of it is used, how it is built into the fabric and whether the carpeting is well made, as well as what kind of fiber goes into a rug.

AVAILABLE INSTRUCTION MATERIAL AND TESTS:

Title SELLING AND SERVICING HOUSEHOLD APPLIANCES AND RADIO-TV
Author _____ **Date Pub.** 1966
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 11 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography concerning the sale and service of household appliances, TV's, and radios. The references cover data on all types and sizes of electrical and gas appliances, radio and television sets, as well as some high fidelity sound reproducing equipment. It is concerned with merchandising management of the selling and servicing aspects rather than those of equipment development.

AVAILABLE INSTRUCTION MATERIAL AND TESTS:

Title THE SENG DECORULE
Author _____ **Date Pub.** _____
Publisher The Seng Co., 1450 North Dayton Street, Chicago, IL 60622
Teacher or Student Material Student **Cost** \$.50 **Length** _____
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to furniture periods that charts the wood, related furniture styles, wall and floor coverings and fabrics for period rooms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SENG FURNITURE FACTS
Author _____ **Date Pub.** _____
Publisher The Seng Co., 1450 North Dayton Street, Chicago, IL 60622
Teacher or Student Material Student **Cost** \$1.00 **Length** 200 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates a history of furniture design and function, and explains details of construction, upholstery, protection from moths, etc. Describes furniture woods, plastics, fabrics, and other materials and defines furniture names and technical terms. Covers decorating rules, including advice on curtain and draperies, carpets and rugs, and flooring materials. Contains a section on office furniture, sleeper sofas, mattresses, and bedframes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:



Title WONDERFUL WORLD OF HARDWOODS
Author _____ *Date Pub.* _____
Publisher Fine Hardwoods Association, Hardwood Plywood Manufacturers Assn.
Modern Talking Picture Service, 1212 Avenue of the Americas,
New York, NY 10036 **color movie**
Teacher or Student Material Student **Cost** _____ **Length** 13½ **minutes**
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how hardwood plywood is made and how it is bringing fine cabinet woods within the budget of the average family.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

HOTEL AND LODGING

06,11 00 00

Organized subject matter and learning experiences related to the tasks performed by distributive employees and management personnel in establishments which provide lodging, lodging and meals, convention facilities, and other services on a year-round or seasonal basis to the general public or to an organization's membership.

Title ACCOUNTING PRACTICE FOR HOTELS, MOTELS, AND RESTAURANTS
Author Paul Dittmer **Date Pub.** _____
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$8.93 **Length** 224 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Applies general accounting principles to the hospitality industry; practice in bookkeeping methods; the "Uniform System of Accounts for Hotels"; basic cost control tenets; food, beverage, and labor cost; specialized journals and ledgers; financial statements; voucher systems; budgeting and credit systems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual (\$5.00), and Student's Workbook (\$4.95)

Title BE OUR GUEST
Author Edited by John O. Perreault **Date Pub.** _____
Education Institute of the American Hotel-Motel Association
Publisher 221 West 57 Street, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 50 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This bulletin points to the hotel-motel industry as a huge educational resource, describes career opportunities, varied services, and the scope of their business. It outlines a variety of means for showing what hotels and motels really are, and how they operate the training they offer for continual advancement of individual employees.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BELLMAN - THE MANY FACES OF THE MESSAGE
Author Thompson-Mitchell & Associates **Date Pub.** _____
Publisher 2946 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305
Teacher or Student Material Student **Cost** \$25.00 **Length** 1 filmstrip
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A color filmstrip with cassette tapes on the bellman's role as a "salesman."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXPENSE & PAYROLL SIGNICARY
Author Hotel Association of New York **Date Pub.** 1962
Publisher Hotel Association of New York, 11 West 51 Street, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 74 pages
Grade Level College/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Information which assists the hotel auditor to classify, in accordance with the Uniform System of Accounts for Hotels, the numerous expense and payroll items which he comes across in his daily work. Serves as a reference for the executive, the manager and the purchasing agent.

Title FRONT OFFICE OPERATION
Author Joseph J. Haszonics **Date Pub.** _____
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$6.45 **Length** 192 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Offers those entering the hotel business the basics and principles of the front office operation. It discusses the front office's significance to hotel keeping and describes the roles and functions of the office staff as well as the paperwork and procedures for an efficient operation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual (\$5.00), and Student's Workbook (\$3.20)

Title FRONT OFFICE PROCEDURE
Author _____ **Date Pub.** 1960
American Hotel Institute
Publisher Michigan State University, Kellogg Center, East Lansing, MI
Teacher or Student Material Student **Cost** _____ **Length** 100 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES: To acquaint the student with the more important steps or phases in the operation of an efficiently functioning front office.

SUMMARY DESCRIPTION: Working with others is the important topic covered. Receiving and checking out guests, general information on front-office tactics, procedures for hotel organization, registration, and rooming facilities are included. There is further discussion on the subject of credit, recordkeeping, transcripts, and explanations of various front-office forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Progress tests and final examination.

Title FUNCTIONAL HOUSEKEEPING IN HOTELS AND MOTELS

Author John T. Pales Date Pub. _____

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student Cost \$6.45 Length 192 pages

Grade Level Secondary/College/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: This book will enable the student to review the state of the art of hotel and motel housekeeping as it exists today and to assist in its further progress.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual (\$5.00), and Student's Workbook (\$3.20)

Title HOSPITALITY INDUSTRY COOPERATIVE TRAINING

Author Seymour Herzson Date Pub. _____

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student Cost \$6.94 Length _____

Grade Level Secondary/College/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: This is a text-workbook in which students read about and record their own observations about actual hotel, motel and restaurant operation through a work-cooperative program.

Title HOTEL ACCOUNTING

Author _____ Date Pub. 1961

Publisher American Hotel Institute
Michigan State University, Kellogg Center, East Lansing, MI

Teacher or Student Material Student Cost _____ Length 110 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES: To review basic arithmetic skills; to become acquainted with the principles of accounting; to present accounting terminology; to provide practice in preparing a complete set of accounts; to be able to read financial statements accurately; and to understand the relationship between the accounting and other departments of the hotel.

SUMMARY DESCRIPTION: A review of basic math and general accounting procedures is followed by a discussion of credit, sales and cash records, journals, work sheets, adjustments, formal statements, error detection, and voucher register. A se

AVAILABLE INSTRUCTION MATERIALS AND TESTS: A series of four progress tests is given, as well as practice problems with answers, and instructions for a final examination.

Title HOTEL FRONT OFFICE MANAGEMENT

Author Peter Dulser Date Pub. 1960

Publisher Wm. C. Brown Co., 17 South Locust Street, Dubuque, IA

Teacher or Student Material Student Cost _____ Length 173 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Divided into 4 parts: (1) an introduction to the hotel field; (2) description of forms used in the various departments of the hotel and the front office in particular; (3) a hotel problem section to let the reader put into practice what he has learned; and (4) a glossary of terms, laws and regulations affecting the industry.

AVAILABLE INSTRUCTION MATERIALS AND TESTS:



Title HOTEL HOUSEKEEPING

Author _____ Date Pub. _____

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Student Cost _____ Length 20 pages

Grade Level Secondary/Adult Suggested Time of Use 120 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A basic orientation is provided, as is a discussion of responsibilities, issuing and ordering requests, passkeys, vacancy slips, special equipment and cleansing agents, and hotel linens. In addition, the issuance and repair of uniforms, keeping laundry records, linen records, room inspection, and work experience are touched upon.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOTEL LETTERS THAT SELL

Author Leonard Hick, Jr. Date Pub. 1959

Publisher Hotel Sales Management Association, 1325 Boardwalk, Atlantic City, NJ

Teacher or Student Material Student Cost _____ Length 340 pages

Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Examples of a variety of letters utilized in the hotel business to encourage people to make reservations.

Title HOTEL-MOTEL AUDITING AND POSTING MACHINE

Author _____ **Date Pub.** 1967

Vocational Instructional Materials Laboratory

Publisher Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Student **Cost** _____ **Length** 15 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 100 hours

OBJECTIVES: To help the student develop habits and attitudes of self-direction, self-reliance, independence, good workmanship, dependability, cooperation, and thoroughness. To teach the proper use of NCR 4200.

SUMMARY DESCRIPTION: A section on orientation is followed by a section dealing with the operation of the NCR 4200 posting and auditing machine, recording charges and credits on guest accounts, balancing the cash at the end of the watch, and handling unusual transactions on guest accounts. Also discussed are correcting errors in guest accounts, night auditing of guest accounts, and the supervision of guest accounts and the value of outlying features in connection with the NCR 4200 posting machine.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOTEL-MOTEL FRONT OFFICE PROCEDURES

Author _____ **Date Pub.** 1960

Vocational Instructional Materials Laboratory

Publisher Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Student **Cost** _____ **Length** 15 pages

Grade Level Secondary/Adult **Suggested Time of Use** 240 hours

OBJECTIVES: To develop proper work habits and attitudes and to attain self-assurance and pride.

SUMMARY DESCRIPTION: Following an orientation, the subjects of registration and post-registration procedure are examined. The need to understand vouchers, guest departures, reservations, advanced payments, night audit, and work experience are covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOTEL-MOTEL MARKETING
Author David Hertzson **Date Pub.** 1971
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$6.45 **Length** 208 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: To help students of marketing to understand and become functional in hotel-motel marketing.

SUMMARY DESCRIPTION: Contents include: Role of marketing; Sales department organization; Salable products; Program planning; Direct mail advertising; Display advertising; Selling techniques; Public relations and publicity; Promotional aids; Developing room sales, food and beverage sales; Convention and meeting market; Marketing-management team.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual (\$5.00), and Student's Workbook (\$3.26)

Title INTRODUCTION TO THE HOSPITALITY INDUSTRY
Author Nathan Kalt **Date Pub.** _____
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$6.45 **Length** 168 pages
Grade Level Secondary/Collegiate/adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is designed to equip the student with a strong basic knowledge of what transpires behind the glowing facade of hotels and the many new motels.

Title LEGAL ASPECTS OF HOTEL, MOTEL, AND RESTAURANT OPERATION
Author Nathan Kalt **Date Pub.** 1971
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$9.94 **Length** 352 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces the substantive law of contracts, agency, and partnerships and laws affecting the hospitality industry; the nature and scope of union contracts, insurance coverage, fire prevention, guest protection, and routines for public safety.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN HOTEL-MOTEL MANAGEMENT METHODS
Author Herbert K. Witzky **Date Pub.** 1964
Publisher Ahrens Book Co., Inc., Div. of Hayden Publishing Co., New York, NY
Teacher or Student Material Student **Cost** \$9.95 **Length** 278 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES: To state the results of research and the application of tested and applied techniques as well as methods and concepts that have proved themselves in countless situations.

SUMMARY DESCRIPTION: The book discusses management techniques for hotel-motel executives. It covers: communicating more directly and effectively in writing; labor relations; sales and promotion effectiveness; and executive development and compensation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MOTELS
Author Howard Morgan Date Pub. 1964
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both Cost Free Length 8 pages
Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography dealing with the financial aspects of motel investment and operation, and with the location and building of motels. In addition, a brief summary of motel industry trends and factors of importance in planning and operating a motel is given.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ROOM CARE FOR HOTELS AND MOTELS
Author Bruce H. Axler Date Pub. _____
Publisher ITI Educational Publishing, 4300 West 62 St., Indianapolis, IN 46206
Teacher or Student Material Student Cost \$1.19 Length 96 pages
Grade Level Secondary/College/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Comprehensive "how to" book of room care and cleaning, offering step-by-step procedures and explanations. A complete, in-depth routinization of room housekeeping with guidelines, do's and don'ts, model checklists, equipment lists, supply lists. Productivity-improving suggestions that benefit even experienced workers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE ROOM CLERK - "I LIKE PEOPLE"
Author Thompson-Mitchell & Associates **Date Pub.** _____
Publisher 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305
Teacher or Student Material Student **Cost** \$50.00 **Length** Complete program
Grade Level Secondary/Adult **Suggested Time of Use** Spanish edition \$60.00/with records \$10.00 less

OBJECTIVES:

SUMMARY DESCRIPTION: Two color filmstrips with cassette tapes on the role, duties and procedures of a room clerk.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SANITATION, SAFETY, AND MAINTENANCE MANAGEMENT
Author Bruce H. Axner **Date Pub.** _____
Publisher ITP Educational Publishing, 4200 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$6.95 **Length** 280 pages
Grade Level Secondary/College/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides in-depth discussions of all aspects of sanitation, safety, and maintenance for the manager. It provides practical suggestions, discussions of the manager's responsibilities, and tips on safety for both employees and the public. The importance of maintenance and sanitation is emphasized, and methods for implementing the suggested procedure, are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual (\$5.00), and Student's Workbook (\$3.38)

Title SECURITY FOR HOTELS, MOTELS, AND RESTAURANTS
Author Bruce H. Axler **Date Pub.** _____
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$1.99 **Length** 96 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Complete discussions of all aspects of security and protection from the hospitality perspective. Up-to-date discussions of modern methods of physical security, detection and prevention of embezzlement and fraud, protection of guests, organization of the security department. An important contribution toward reducing mounting hospitality industry losses because of theft, pilferage, riot, and vandalism.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNIFORM SYSTEM OF ACCOUNTS & EXPENSES
FOR MOTELS, SMALL HOTELS, AND RESORTS
Author _____ **Date Pub.** 1963
Publisher American Hotel-Motel Association, 221 West 42 Street, New York, NY
Teacher or Student Material Teacher Student **Cost** \$7.00 **Length** 128 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A manual of financial statements to assist owners and operators of motels, small hotels, and resort hotels.

Title UNIFORM SYSTEM OF ACCOUNTS FOR HOTELS

Author _____ Date Pub. 1961

Publisher Hotel Association of New York, 141 West 51 Street, New York, NY 10019

Teacher or Student Material Student Cost \$4.50 Length 102 pages

Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A manual of instructions for preparing standard financial statements and schedules of the various operating and productive units which make up a hotel. The manual was prepared in a form adaptable to all hotels, larger or small, including European plan, American plan, apartment and resort types.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR HOTEL AND ITS ECONOMY

Author Robert W. McIntosh Date Pub. 1960

American Hotel Institute
Publisher Michigan State University, Kellogg Center, East Lansing, MI

Teacher or Student Material Student Cost _____ Length 76 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasis is placed on hospitality as a necessity; the hotel market is examined, as well as the growth of the industry, and the meaning of a hotel career.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Progress tests and final examination.

INDUSTRIAL MARKETING

04.12 00 00

Organized subject matter and learning experiences related to the tasks performed by sales and management personnel in establishing market potentials and selling goods and services to business and institutional buyers for use in their operations.

Title HOW TO SELL AND MARKET INDUSTRIAL PRODUCTS
Author Wilbert H. Steinkamp **Date Pub.** 1970
Publisher Chilton Book Company, 401 Walnut Street, Philadelphia, PA 19106
Teacher or Student Material Student **Cost** \$7.95 **Length** 167 pages
Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on how to sell capital goods to industry and government rather than selling consumer goods and services. The first sections discuss the successful salesman and his make-up, how the sales manager can lead him, the helpful selling tools and the creative build-up steps to an accomplished sale. A section on marketing and management covers topics such as territory analysis, communications, and reports. The home office marketing functions are clarified in the final section, with chapters on organization, customer service, remuneration, advertising, and sales promotion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INDUSTRIAL MARKETING
Author H. Robert Dodge **Date Pub.** 1970
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** _____ **Length** 467 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: (1) To provide a better understanding of the workings of the industrial marketing complex and its vital role in our national economy; (2) To present the reader with data techniques, and ideas that represent current thinking in each of the major functional areas; and (3) To describe the industrial marketing environment as it exists by including specific examples from actual business experiences.

SUMMARY DESCRIPTION: The proper management organization for the most effective planning, organizing, and control of industrial marketing activities. Special emphasis is placed on the concept that all marketing activities should be controlled and measured.

Title INDUSTRIAL MARKETING
Author Lawrence Fisher **Date Pub.** 1970
Publisher Auerbach Publishers, Inc., 121 North Broad Street, Philadelphia, PA 19107
Teacher or Student Material Student **Cost** \$9.95 **Length** 270 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers industrial marketing in action. The first few chapters include the principles of managerial analysis and the concepts and attitudes that make up the philosophy of marketing. The reader will learn how to develop policy and plans through systematic decision-making. The remaining portion of the book explains how industrial marketing evolves and adapts, how it adds to the nation's wealth, how it satisfies the demand for goods, how it meshes neatly with consumer marketing, and how it fits into the overall business world.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN INDUSTRIAL MANAGEMENT
Author Edited by S. Benjamin Prasad **Date Pub.** 1967
Science Research Associates, Inc.
Publisher 259 East Erie Street, Chicago, IL 60611
Teacher or Student Material Student **Cost** \$4.50 **Length** 352 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Exemplifies the nature of industrial management today, spotlighting the many changes that have taken place in the theory and practice of management in industry. Includes an annotated bibliography.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TECHNOLOGY AND THE WORKER:
TECHNICAL DEMANDS AND SOCIAL PROCESSES IN INDUSTRY

Author Martin Meissner **Date Pub.** 1969
Science Research Associates, Inc.

Publisher 259 East Erie Street, Chicago, IL 60611

Teacher or Student Material Student **Cost** **Length** 445 pages

Grade Level College **Suggested Time of Use**

OBJECTIVES.

SUMMARY DESCRIPTION: Examines the nature of industrial technology and the demands it makes on the performance of its users. It describes what factory workers have to do in order to make the design of production operations work. The analysis puts into focus how strikingly different forms of cooperation, influence, and communication are found among men working at the various levels of technical conditions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

INSURANCE

04.13 00 00

Organized subject matter and learning experiences related to the tasks performed by sales and management personnel for insurance carriers of all types, or by agents representing carriers and brokers dealing in the sale or placement of insurance contracts with carriers.

Title DECADE OF DECISION
Author _____ **Date Pub.** _____
Publisher Institute of Life Insurance, 277 Park Avenue, New York, NY 10017
Teacher or Student Material Teacher **Cost** \$.15 **Length** 55 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses life and health insurance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A FAMILY GUIDE TO PROPERTY AND LIABILITY INSURANCE
Author _____ **Date Pub.** _____
Publisher Insurance Information Institute, 110 William Street, New York, NY 10038
Teacher or Student Material Teacher **Cost** Free **Length** 24 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION. A non-technical presentation of home and car insurance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HANDBOOK OF LIFE INSURANCE
Author _____ Date Pub. _____
Publisher Institute of Life Insurance, 277 Park Avenue, New York, NY 10017
Teacher or Student Material Teacher Cost _____ Length 95 pages
Grade Level Secondary/Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Gives background information on such topics as "The Social Aspects of Life Insurance," describes industrial, ordinary life, group life, credit life; participating and nonparticipating policies; different types of insurance companies; individual policies and their uses; "How Annuities Provide Security," "How Life Insurance Operates"; what happens if you stop paying premiums; policy dividends; and "Buying Life Insurance." Tells how to obtain a policy and discusses "Adjusting Your Life Insurance Program."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INSURANCE SUCCESS IN THE 70'S
Author _____ Date Pub. _____
Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student Cost \$79.00 Length 1 1/2 audio lessons
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A highly specialized course of study of advanced insurance sales mass marketing concepts. A total of approximately three hours of mind-stretching ideas.

Title LIFE INSURANCE BOOKS
Author _____ **Date Pub.** _____
Publisher Institute of Life Insurance, 277 Park Avenue, New York, NY 10017
Teacher or Student Material Teacher **Cost** _____ **Length** 48 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A catalog listing of books currently available on life insurance and closely related subjects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LIFE INSURANCE--WHAT IT MEANS AND HOW IT WORKS
Author _____ **Date Pub.** _____
Publisher Institute of Life Insurance, Modern Talking Picture Service
1212 Avenue of the Americas, New York, NY 10036
Teacher or Student Material Student **Cost** _____ **Length** 13 minutes **color movie**
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Uses animation to tell the story of insurance effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STEPS INTO LIFE INSURANCE

Author _____ Date Pub. 1969

Publisher Life Insurance Agency Management Association, Hartford, CT

Teacher or Student Material Student Cost _____ Length _____

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The first unit of study discusses the ways in which life insurance protects against the 2 hazards of a) dying too soon and b) living too long. The next 5 units cover the establishment of rates, reserves, types of companies, types of policies, and annuities. Unit VII describes the life insurance contract or policy itself. The last four units cover types of insurance (ordinary, industrial, group) and information concerning legal and ethical aspects of life insurance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

INTERNATIONAL TRADE

04.14 00 00

Organized subject matter and learning experiences related to the tasks performed by distributive employees and management personnel in a variety of business establishments concerned with export sales, trade controls, foreign operations, attitudes, monetary problems, and other elements in international marketing.

Title THE COMMON MARKET AND INTERNATIONAL TRADE
Author Jack Stietelmeier **Date Pub.** 1971
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$1.50 **Length** 37 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A narrative manual explaining the characteristics of the countries making up the common market; their importance to world trade and their relationships with the United States are detailed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student assignments are given at the end of each section.

Title EXPORT & IMPORT PRACTICES
Author _____ **Date Pub.** 1961
Vocational Instructional Materials Laboratory
Publisher Lindsey Hopkins Educational Center, Miami, FL
Teacher or Student Material Student **Cost** _____ **Length** 13 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 72 hours

OBJECTIVES: To acquaint the student with the use of market surveys and international banking practices involved with this type of business.

SUMMARY DESCRIPTION: Consists of a course outline entitled Advanced Export and Import Practices. An analysis is made of the export and import business in a number of Central and South American countries. A bibliography which lists the references used by the student throughout the course is enclosed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXPORT MARKETING FOR SMALLER FIRMS

Author The International Marketing Institute **Date Pub.** 1966

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material? Student **Cost** \$1.00 **Length** 80 pages

Grade Level Collegiate/Adult **Suggested Time of Use**

OBJECTIVES: To set forth a practical, low cost, self-administered system of market research to enable small business concerns to determine appropriate means for entry into or expansion of export operations.

SUMMARY DESCRIPTION: The manual outlines for the owner or manager of smaller firms the sequence of steps necessary to determine whether and how to utilize foreign markets as a source of immediate and future profits. It describes the problems facing smaller firms engaged in, or seeking to enter, foreign trade and the many types of assistance available to help them cope with these problems. The study also provides a step-by-step guide to the appraisal of the sales potential of foreign markets, and to understanding the requirements of local marketing practices and procedures in those markets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL BUSINESS MANAGEMENT

Author David B. Zenoff **Date Pub.** 1971

Publisher Macmillan Co., 606 Third Avenue, New York, NY 10022

Teacher or Student Material? Student **Cost** **Length** 320 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Explores the nature of involvement in international business by highlighting many of the important areas of activity required of a company when it decides to move into the international field. The discussion is intended to review why and how a company might become involved internationally, how foreign opportunities can be identified, what problems and risks might be encountered in international commerce, and how proper perspective can provide the basis for profitable operations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL MARKETING

Author Philip R. Cateora Date Pub. 1971

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student Cost \$12.50 Length 934 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: The objective of this book is to present a conceptual framework for marketing in all foreign countries and provides concrete, action-oriented benefits to marketing managers and students of marketing the world around.

SUMMARY DESCRIPTION: The basic premise of this book is that in today's world of global enterprise, the approach of teaching the dynamic subjects of international marketing and international business from the narrow viewpoint of ocean transportation or export trade mechanics is not adequate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL MARKETING

Author Roland L. Kramer Date Pub. 1970

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student Cost \$10.75 Length 638 pages

Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the financial and economic aspects of international marketing, as well as the social, political, legal, ethical, and environmental considerations involved in worldwide business. It presents a balanced treatment of subject matter--one that gives the student a broader and more accurate picture of marketing as a profession. For example, it presents both import and export information and both the theory and practice of marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title INTERNATIONAL MARKETING ADMINISTRATION
Author Edward M. Mazze **Date Pub.** 1967
Science Research Associates, Inc.
Publisher 259 East Erie Street, Chicago, IL 60611
Teacher or Student Material Student **Cost** \$2.75 **Length** 160 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Studies the international marketing operations of multinational firms from a managerial point of view. Chapter I discusses the environment for international business using an economic framework; Chapter II analyzes the foreign-buying decision; Chapter III discusses organization and planning for international marketing; Chapter IV is concerned with the management of product, place, promotion, and price policies of the multinational firms, and Chapter V develops guidelines for international marketing administration.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL MARKETING - A COMPARATIVE SYSTEMS APPROACH
Author David Carson **Date Pub.** 1967
Publisher John Wiley & Sons, New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 539 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is an initial effort to focus on comparative marketing as a whole, rather than on individual segments. Discusses domestic marketing system in various parts of the world.

Title INTERNATIONAL MARKETING MANAGEMENT
Author Michael J. Phor **Date Pub.** 1969
Publisher Houghton Mifflin Co., Boston, MA
Teacher or Student Material Student **Cost** **Length** 496 pages
Grade Level College **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the very basics of international marketing all the way through the development of the international corporation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL TRADE AND INVESTMENT: THEORY, POLICY, ENTERPRISE
Author Franklin R. Root **Date Pub.** 1973
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$10.95 **Length** 688 pages
Grade Level College **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Explains and relates two aspects of international trade and investment--the national perspective and the enterprise perspective. The national perspective deals with the description and analysis of national economics while the enterprise perspective deals with the role of multinational enterprise in the world economy and its relations with national governments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's manual and examinations booklet.

PERSONAL SERVICES

04.15 00 00

Organized subject matter and learning experiences related to the tasks performed by sales and management personnel in establishments primarily engaged in providing services. Generally, these services are concerned with personal improvements and the care of a person or his apparel. Included in this category are laundries and drycleaning establishments, shoe repair shops, funeral homes, photographic studios, and dance or art studios.

Title DRY CLEANING SALES AND SERVICE

Author _____ **Date Pub.** _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student **Cost** \$187.50 **Length** 5 filmstrips
Audio w/o filmstrips \$28.00

Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such points as: how to build door-to-door sales, selling from behind the counter, the importance of personal appearance, pre-planning, how to locate prospects, how to appeal to the five senses, six things to do and say in stopping complaints, specific dry cleaning procedures and operations, different types of soils and fabrics and how to handle each in the dry cleaning process, removing wrinkles and creases, garment inspection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DRY CLEANING - SALES & SERVICE

Author _____ **Date Pub.** _____

Publisher Thompson-Mitchell & Associates
2496 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student **Cost** \$187.50 **Length** 5 filmstrips

Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Five color filmstrips with cassette tapes. Topics covered are: 1) Bright Future - Chapter 1; 2) Bright Future - Chapter 2; 3) Bright Future - Chapter 3; 4) The Professional Dry Cleaning Story; and 5) Seven Keys to Fabric Service.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LAUNDRY AND DRYCLEANING
Author R. R. Willett **Date Pub.** 1966
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 8 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography provides a selected list of references covering the more important facets of the laundry and drycleaning industry. Material covering coin-operated, self-service establishments has been included as have references pertinent to the operation of laundry and drycleaning plants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STARTING AND MANAGING A SMALL DRYCLEANING BUSINESS
Author Noel Grady **Date Pub.** 1966
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Student **Cost** \$.35 **Length** 80 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A number of the problems that enter into starting and managing a small drycleaning business are discussed, and some helpful suggestions are made.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

REAL ESTATE

04.17 00 00

Organized subject matter and learning experiences related to tasks performed by persons who act for themselves or as agents for others in real estate brokerages or other firms engaged in buying, selling, appraising, renting, managing, and leasing of real property.

Title REAL ESTATE AND INSURANCE
R. A. Hedges, F. B. Stubbs,
Author R. L. Racster, H. C. Smith, and R. E. Valentine **Date Pub.** 1964
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 16 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography is divided into three principal sections: I. U. S. Government Publications; II. Nongovernmental Publications; and III. Trade Associations. Insurance and real estate brokers and agents will find both theoretical and applied materials from the resources listed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title REAL ESTATE LAW - INSTRUMENTS AND DOCUMENTS
Author _____ **Date Pub.** 1960
Vocational Instructional Materials Laboratory
Publisher Lindsay Hopkins Educational Center, Miami, FL
Teacher or Student Material Teacher **Cost** _____ **Length** 5 pages
Grade Level: College/Adult **Suggested Time of Use** 36 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A course outline entitled Real Estate Instruments and Documents which includes a bibliography.

Title REAL ESTATE PRINCIPLES AND PRACTICES

Author _____ **Date Pub.** 1960

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Teacher **Cost** _____ **Length** 5 pages

Grade Level Adult **Suggested Time of Use** 36 hours

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of a course outline entitled Real Estate Brokers Training which includes a bibliography which lists several supplementary references used throughout the course.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Lectures and group discussions as well as periodic tests for evaluation purposes are given.

RECREATION AND TOURISM

04.18 00 00

Organized subject matter and learning experiences related to the variety of sales, counseling, and sales-supporting tasks performed by distributive employees and management personnel in establishments primarily engaged in providing amusement, recreation, entertainment, recreational supplies and equipment, or travel services. This instructional program also is designed for employees and management personnel engaged in other travel-serving businesses who assume responsibilities for stimulating the local economy through tourism.

Title ACCOUNTING FOR THE TRAVEL AGENT
Author Donald Madden **Date Pub.** 1973
Publisher University Press of Kentucky, Lexington, KY 40506
Teacher or Student Material Student **Cost** \$11.00 **Length** 201 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES: To provide those without training in accountancy a clear and concise introduction to the basic concepts of accounting.

SUMMARY DESCRIPTION: Provides a clear, concise introduction to the basic concepts of accounting; outlines the design of an accounting system, and shows how to analyze the flow of data in such a system and how to generate statements and reports from that data. Shows how accounting should function in planning and control; how the manager can analyze his cash flow, control operating expenses, and formulate long-range profit plans. On the basis of extensive investigation of the travel industry, the author proposes a uniform system of account classifications, which is outlined in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SPORTING GOODS
Author R. P. Willet and J. R. Grabner **Date Pub.** 1966
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material both **Cost** Free **Length** 7 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of the sporting goods industry which encompasses producers, wholesalers, and retailers of a wide variety of recreational equipment. It lists selected U. S. Government and nongovernmental publications relating to subjects of interest to the sporting goods industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAVEL AGENCY PROCEDURES

Author _____ **Date Pub.** 1968

Vocational Instructional Materials Laboratory

Publisher Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Teacher **Cost** _____ **Length** 7 pages

Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES: To acquaint the student with the activities involved in operating a travel agency and with arranging domestic and foreign travel by various types of carriers.

SUMMARY DESCRIPTION: The outline is composed of 14 blocks of instruction which are further broken down into several units each. There is a bibliography which shows the various guides used in the industry for making up travel arrangements and computing tariffs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAVEL AGENCY AND TICKETING PROCEDURES

Author _____ **Date Pub.** 1967

Vocational Instructional Materials Laboratory

Publisher Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Teacher **Cost** _____ **Length** 13 pages

Grade Level Secondary/Adult **Suggested Time of Use** 72 hours

OBJECTIVES: To teach the student the procedures involved in handling reservations and making out tickets for travel by airlines in the U. S. and foreign countries.

SUMMARY DESCRIPTION: This course outline entitled Airline Reservations and Ticketing is useful as an advanced course for students who have taken the course in travel agency procedures as it covers, to a greater extent, the reservation and ticketing procedures used in a travel agency. Included is a bibliography which lists other references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAVEL AGENCY AND TICKETING PROCEDURES

Author _____ **Date Pub.** 1963

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Teacher **Cost** _____ **Length** 11 pages

Grade Level Secondary/Adult **Suggested Time of Use** 72 hours

OBJECTIVES: To show where and how necessary information may be obtained to handle the various types of customers encountered in ticketing.

SUMMARY DESCRIPTION: Consists of a course outline entitled Airlines Reservations and Ticketing - Intermediate. This course covers a wide range of rules, regulations, and tariffs encountered in ticketing passengers on international flights to various countries, and on different airlines throughout the country.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

TRANSPORTATION

04.19 00 00

Organized subject matter and learning experiences related to the physical movement of people, personal effects and products, and the sales, storing, and sales-supporting tasks performed by distributive employees and management personnel in enterprises engaged in passenger and freight transportation, public warehousing, and services incidental to transportation.

Title CONTAINERIZATION: THE NEW METHOD OF INTERMODAL TRANSPORT
Author Lawrence J. Rinaldi Date Pub. 1972
Publisher Sterling Publishing Co., Inc., 419 Park Avenue South, New York, NY 10016
Teacher or Student Material Student Cost \$6.95 Length 96 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the new field of containerization in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMICS OF TRANSPORTATION
Author N. T. Farris Date Pub. 1971
Publisher American Society of Traffic and Transportation, Inc.
147 West Jackson Boulevard, Chicago, IL 60606
Teacher or Student Material Both Cost \$5.00 Length 60 pages
Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Guideline for study or instruction in the field of transportation economics. Complete bibliography and sample questions and answers for the certification program of the professional "AST & T."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT TOOLS & CONCEPTS
Author Warren Rose **Date Pub.** 1971
Publisher American Society of Traffic and Transportation, Inc.
547 West Jackson Boulevard, Chicago, IL 60606
Teacher or Student Material both **Cost** \$5.00 **Length** 49 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Guideline for study or instruction in the general business areas of accounting, finance, statistics, marketing and management principles as related to transportation. Complete bibliography and sample questions and answers for the certification program of the professional "AST & T."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MATERIALS HANDLING: PACKETS AND TRANSPORTATION
Author Tyler and Jorenthal **Date Pub.** 1970
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$5.97 **Length** 299 pages
Grade Level Secondary/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses attention on how initial positions in the field of physical distribution can become a foundation for careers in mid-management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$2.40), Student Activity Guide (\$.50), and Tests (\$.72)

Title A MINI TRAFFIC COURSE

Author Dorothy E. Geiss **Date Pub.** 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Both **Cost** \$6.50 **Length** 22 pages

Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a thorough understanding of the responsibilities, functions and terminology of the Traffic Department. Includes chapters on regulation of transportation, responsibilities of Traffic Manager, transportation costs, routing, modes of transportation, minimum shipments, F.O.B. terms of sale, freight allowance and equalization, chargebacks, tracing, expediting, returns to vendors and carrier claims.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN TECHNIQUES IN MATERIALS HANDLING

Author _____ **Date Pub.** 1966

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student **Cost** \$4.50 **Length** 74 pages

Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Provides guidelines for reducing the substantial costs incurred in those areas of operations commonly designated as "materials handling." Covers the importance and implementation of a total merchandise handling program, better planning and programming for materials handling, new techniques in merchandise sortation, modernizing in the smaller store, new installation and equipment, planning, building and equipping a new warehouse.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NEW WORLD OF PUBLIC WAREHOUSING
Author _____ **Date Pub.** _____
Publisher American Warehouseman's Association, 222 West Adams Street, Chicago, IL
Teacher or Student Material Student **Cost** Free **Length** 10 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes how AWA can be of value to businesses during changing conditions in market and during other economic factors.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PHYSICAL DISTRIBUTION
Author L. BRUCE WILSON **Date pub.** 1969
Publisher Gen. & McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$1.00 **Length** 124 pages
Grade Level Secondary/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Prepares the student for work in physical distribution: the field of transportation, warehousing, and handling merchandise. The demands of the jobs in physical distribution are the basis of the chapters organization.

Title PHYSICAL DISTRIBUTION MANAGEMENT
Author D. J. Bowersox, B. J. Lalonde, and E. W. Smykay **Date Pub.** 1968
Publisher Macmillan Co., New York, NY
Teacher or Student Material Student **Cost** **Length** 469 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides an integrated, modern study of all functional areas of physical distribution. Part I establishes the scope and character of physical distribution management. Part II is devoted to the five primary activity centers and their relationship to efficient product movement within a logistical system. The student is thus shown how an effective systems design integrates all activity centers into a network of physical facilities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAFFIC TOPICS
Author National Retail Merchants Association **Date Pub.** Monthly
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$13.50 **Length** 12 to 14 pages
Grade Level Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: This bulletin serves Traffic and Operations Managers with complete coverage on the latest traffic, receiving, reserve stockkeeping, transportation information, and matters of legislation affecting traffic operations. Money-saving tips and successful systems and procedures of particular stores are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAFFIC, TRANSPORTATION AND PHYSICAL PLANNING MANAGEMENT

Author R. D. Pashek Date Pub. 1971

American Society of Traffic and Transportation, Inc.

Publisher 547 West Jackson Street, Chicago, Illinois 60604

Teacher or Student Material coll. Length 50 pages

Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is a study of transportation in the field of traffic, transportation and physical planning. It includes a complete bibliography and sample questions and answers for the certification program of the professional "AST & T."

AVAILABLE INSTRUCTIONS: ...

Title TRAFFIC, TRANSPORTATION AND PHYSICAL PLANNING MANAGEMENT

Author R. D. Pashek Date Pub. 1971

American Society of Traffic and Transportation, Inc.

Publisher 547 West Jackson Street, Chicago, Illinois 60604

Teacher or Student Material coll. Length 50 pages

Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is a study of transportation in the field of Transportation Law and Regulation. It includes a complete bibliography and sample questions and answers for the certification program of the professional "AST & T."

Title TRANSPORTATION: A SERVICE
Author John de S. Coutinho Date Pub. 1972
Gordon and Breach
Publisher Science Publishers, Inc., 440 Park Avenue South, New York, NY 10016
Teacher or Student Material Student Cost _____ Length 638 pages
Grade Level Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Contents include: The Role of Government in Transportation, Research and Priorities, Predicting the Demand for Transportation, Predicting the Effects of Advances in Transportation on Economic and Social Activities, The Role of Competition in Improving Transportation, Sociological Considerations, Historical Considerations, Transportation Planning for the Northeast Corridor, The Great Lakes Megalopolis and the Canadian Corridor, Urban Transportation: Concepts and Techniques; Overseas Transportation, Military Transportation, Mechanical Transportation Versus Human Mobility, Future Directions of Aircraft Utilization, etc.
AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRANSPORTATION: A VITAL LINK IN DISTRIBUTION
Author _____ Date Pub. 1972
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher Cost \$2.00 Length 34 pages
Grade Level Secondary/Adult Suggested Time of Use 10 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A brief study in narrative form to introduce the varieties of carriers of raw materials and finished goods. Covers water, rail, truck, and air carriers with some of the advantages and disadvantages of each. Included are transparency masters and a list of additional references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WAREHOUSING
Author Leland L. Howell **Date Pub.** 1961
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 8 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The basic information sources listed in this bulletin are representative of the warehousing literature which will assist the small firm in planning and implementing the physical handling aspects of its marketing program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OTHER RETAIL TRADE

04.20 00 00

Include here other organized instructional programs and learning experiences, emphasized in sales and sales-supporting tasks performed by distributive employees and management personnel in establishments engaged in selling merchandise purchased for resale to customers for personal, household, business or farm use, which are not listed above.

Title THE ROUTE SALESMAN'S SLIP
Author Fred Leamon **Date Pub.** 1969
Publisher Wyecott Books, Inc., P.O. Box 65894
Teacher or Student Material Student **Cost** **Length** 96 pages
Grade Level Secondary, college, adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: This book is divided into six sections. Each section is a different type of route sale slip. Each section includes a description of the slip, a list of the slip's uses, and an area of discussion.

AVAILABLE FROM:

Title
Author **Date Pub.** 1965
Publisher **Cost**
Teacher or Student Material **Length** 230 pages
Grade Level

OBJECTIVES:

SUMMARY DESCRIPTION: This book is divided into areas of self-interest, that are of common interest to many people. It is necessary to make only one slip that appears in two places. The distinction is between what is common to all and what is common to interests common to all. Size of slip is .



OTHER WHOLESALE TRADE

04.31 00 00

Include here other instructional programs and learning experiences emphasized in sales and sales-supporting tasks performed by distributive employees and non-report personnel in places of business engaged primarily in selling goods to retailers, industrial, commercial, institutional and professional users, or bringing buyer and seller together, which are not listed above.

Title HOW TO SELL THE SUPERMARKETS:
FOR NON-FOOD MANUFACTURERS & DISTRIBUTORS

Author Julian H. Handler **Date Pub.** 1966

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student **Cost** \$7.95 **Length** 226 pages

Grade Level Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A study of the booming multi-billion-dollar non-food market in the supermarket field. Focuses on the seven merchandise categories dominating non-food volume in supermarkets: apparel; health and beauty aids; housewares; magazines and books; phonograph records; stationery and toys. Discusses the problems of distribution, pinpointing seasonal-value merchandise, defining rapid-turnover items, providing for impulse buying areas and employing well-designed, appealing packaging. Includes charts, photos, statistical breakdowns, three directories and actual promotional and merchandising programs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPERATING COSTS AND RATIOS - WHOLESALING

Author Richard M. Hill **Date Pub.** 1965
Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student **Cost** Free **Length** 8 pages

Grade Level Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Outlines the use of operating ratios for internal analysis, and for comparison with other firms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFIT BY YOUR WHOLESALERS' SERVICES
Author Richard M. Hill **Date Pub.** 1970
Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Student **Cost** Free **Length** 6 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses such services as: financing, recordkeeping, administrative practices, location, insurance, and personnel. Points out that the range of assistance varies according to the individual wholesaler and the line of merchandise. Some of the services are free, but others carry a fee.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNDERSTANDING WHOLESALING
Author _____ **Date Pub.** 1971
D. E. Materials Lab
Publisher 1855 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Student **Cost** \$8.00 **Length** 30 slides
Grade Level Secondary **Suggested Time of Use** 1 hour

OBJECTIVES:

SUMMARY DESCRIPTION: A tour through a large hardware wholesaler's warehouse and office facilities. This series shows the merchandise arriving from the manufacturer and follows it out the door as it is delivered to the retailer. It features the order-packing procedure, data processing equipment for billing and various other wholesale functions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHOLESALE
Author Small Business Administration **Date Pub.** 1966
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** Free **Length** 18 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of selected basic sources of information on the subject of wholesaling. Current information on wholesaling as well as additional fundamental knowledge may be obtained from the periodicals, services, and associations listed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHOLESALE
Author Kenneth Ertel **Date Pub.** 1970
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$2.11 **Length** 124 pages
Grade Level Secondary/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This manual prepares students for entry-level work in 1) selling and promotion occupations, and 2) merchandise-handling occupations. It also provides skills and knowledge on which the student can develop his buying and management abilities for wholesaling is a field where specialization pays.

OTHER INSTRUCTIONAL PROGRAMS

04.99 00 00

Include here other organized instructional programs and learning experiences, emphasized in marketing functions performed by employees, managers, and/or proprietors in establishments engaged in selling products or providing services to individuals and business establishments which are not classifiable as either retail or wholesale in nature and function.

ACCOUNTING AND RECORDKEEPING

Title ACCOUNTING FUNDAMENTALS
Author Fritz and Hoffman **Date Pub.** 1971
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$5.00 **Length** Text-Kit
Grade Level Adult **Suggested Time of Use**

OBJECTIVES: To give a basic understanding of accounting principles.

SUMMARY DESCRIPTION: Contains 28 chapters, each covering a specific aspect of accounting, with a Key Points section at the end and a variety of problem material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Solutions Manual (\$2.00)

Title AN ACCOUNTING PRIMER
Author Elvin Midgett **Date Pub.** 1969
Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Student **Cost** \$.95 **Length** 175 pages
Grade Level Secondary/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Information on: correcting and reversing entries, payroll tax accounting, buying and selling on credit, discounts, savings, bad debts, depreciation, partnerships, division of profits, expansion and liquidation, stock, bonds and dividends.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ACCOUNTING IN SMALL BUSINESS DECISIONS
Author James Gibson and Warren Haynes **Date Pub.** 1963
Publisher University Press of Kentucky, Lexington, KY 40506
Teacher or Student Material Student **Cost** \$3.00 **Length** 147 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES: To provide a large-scale empirical examination of how small firms actually use accounting data in making operating decisions.

SUMMARY DESCRIPTION: Although accounting has a major role in motivating small business decisions, this study of the actual practices of approximately one hundred firms reveals that insufficient use is made of the data provided by accounting in making the decisions themselves. Within the limitations of time and revenue common to small business, the authors recommend simple ad hoc systems that may be derived from regular accounting procedures, which, together with flexibility and sound interpretation, will assist the businessman in making operating decisions. Special emphasis has

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BOOKKEEPING
Author _____ **Date Pub.** _____
Publisher Nation Book Company, A Division of Educational Research Associates, 1119 S.W. Park Avenue, Portland, OR
Teacher or Student Material Student **Cost** 1st or 2nd sem. \$238.80 97205
Complete set 96 lessons
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Correlated with South-Western Text, 23rd Ed. Careful presentation of each bookkeeping concept.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 20TH CENTURY BOOKKEEPING AND ACCOUNTING
Author Boynton, Carlson, Forkner, and Swanson **Date Pub.** _____
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$6.00 **Length** 500 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers basic bookkeeping and accounting principles, types of business organizations, and automated data processing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Achievement Tests, Working Papers, Practice Sets, and Bookkeeping Charts.

Title BOOKKEEPING FUNDAMENTALS
Author Fritz and Hoffman **Date Pub.** 1965
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** _____ **Length** 103 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES: To provide bookkeeping fundamentals to those who do not have time for formal education.

SUMMARY DESCRIPTION: A programmed learning aid that covers the basic theory of bookkeeping and the applications of this theory to the recording of business transactions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BUSINESS PRACTICE
Author _____ **Date Pub.** 1969
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$1.89 **Length** Practice set
Grade Level Secondary **Suggested Time of Use** Approx. 4 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: In this practice set, the student will keep the records for a retail business that deals in office supplies and equipment. Activities include: recording in the journals; posting the customers' accounts; and using business forms pertaining to sales, purchases, bills, checks, and other business transactions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CENTURY 21 ACCOUNTING
Author Boynton, Swanson, Carlson, and Forkner **Date Pub.** 1972
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** _____ **Length** 750 pages
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the accounting cycle in its simplest form. Includes payroll systems, automated data processing, sales tax, bad debts, depreciation, and partnerships and corporations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CLERICAL PAYROLL PROCEDURES
Author Fuller and Pendery **Date Pub.** 1974
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$2.24 **Length** Text-workbook
Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Involves the students with the Crown Toy Company as general office clerks who are responsible for the preparation of the weekly payroll. Students are given a variety of payroll applications ranging from payroll preparation for workers on an hourly basis to employees working on a piece-rate basis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title CLERICAL RECORD KEEPING
Author Harold Baron and Solomon Steinfeld **Date Pub.** 1971
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$6.52 **Length**
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Materials are provided to train students in the handling of business papers and records up to the point where double-entry bookkeeping takes over.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DICTIONARY OF ACCOUNTING TERMINOLOGY

Author _____ Date Pub. 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student Cost _____ Length 30 pages

Grade Level Secondary/Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Presents accounting terminology in alphabetical order with definitions and cross references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GENERAL RECORDKEEPING

Author Huffman, Stewart, and Schneider Date Pub. 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student Cost \$5.49 Length _____

Grade Level Secondary Suggested Time of Use 1 sem.

OBJECTIVES: (1) To prepare students for office and related occupations; (2) To teach students how to become intelligent consumers; and (3) To provide students with groundwork for continuing study.

SUMMARY DESCRIPTION: While the personal-use applications of recordkeeping are presented, this edition focuses on the vocational aspects. Students are provided with a sound preparation for office employment and a foundation for further study. Projects for family and small business operations are included to add realism and provide application materials.

Title PROJECTS IN CLERICAL RECORD KEEPING
Author Rosenberg **Date Pub.** 1968
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$2.82 **Length** 377 pages
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This combination text and workbook contains six projects for a retailer selling to the home, a wholesale bakery, a general insurance agency, a retail credit store, a department store, and a supermarket. The projects provide training for such clerical duties as preparing monthly statements, making out payroll records, filling out sales slips, preparing daily and periodic summary sheets, keeping accounts receivable records, figuring sales taxes and markup, making out checks and deposit slips, and many other clerical activities. Each project may be ordered separately.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title YOUR BUSINESS RECORDS
Author Educational book Division **Date Pub.** 1971
Publisher Prentice-Hall, Englewood Cliffs, NJ 07632
Teacher or Student Material Student **Cost** _____ **Length** 23 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses what business records one must keep and how long to keep them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

BUSINESS LAW

Title APPLIED BUSINESS LAW
Author McKee Fisk, Norbert Mietus, and James Snapp **Date Pub.** 1972
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$6.36 **Length** 681 pages
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES: (1) To teach preventive law, law and the minor; and (2) To learn about contracts, commercial paper, torts and criminal law, and the rights and responsibilities of citizenship.

SUMMARY DESCRIPTION: Presents personal, social, consumer, and business law. Examples are used throughout the text to emphasize particular points of law or to clarify difficult concepts. The influence of the Uniform Commercial Code is recognized and emphasis is placed on preventive law.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Workbook (\$1.96), Tests 1-12 and Final Examination (\$.36), Textbook, Abridged (\$5.28), Workbook, Abridged (\$1.40), and Tests 1-9 and Final Examination (\$.28).

Title BUSINESS LAW SERIES
Author _____ **Date Pub.** _____
Publisher Thompson-Mitchell & Associates
2926 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305
Teacher or Student Material Student **Cost** \$25.00 **Length** 60 lectures
Grade Level Secondary/Adult **Suggested Time of Use** _____
30 cassette tapes

OBJECTIVES:

SUMMARY DESCRIPTION: Key points of business law are emphasized through use of appropriate illustrations and exercises in the workbooks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Workbook I (lessons 1-32; \$5.65), Workbook II (lessons 33-50; \$5.65), and Key to Workbooks (\$2.50)

Title THE LAW OF CONTRACTS
 Author N. S. BYERS Date Pub. 1972
 Publisher World Publishing Co.
1675 Broadway, 115 Townsend Hall, Columbus, OH 43210
 Teacher or Student Material Teacher Cost \$3.00 Length 97 pages
 Grade Level Secondary Suggested Time of Use _____

OBJECTIVE:

SUMMARY AND APPROACH: A unusual approach to a unit on the legal problems of contracts. The material is presented on overhead transparencies, shown on an opaque projector, and is on an individualized packet.

AVAILABLE SUPPLEMENTARY MATERIALS AND TESTS:

Title UNIFORM COMMERCIAL CODE
 Author James E. Gray Date Pub. 1966
 Publisher West Publishing Co., 6 East 43 Street, New York, NY 10017
 Teacher or Student Material Student Cost \$4.07 Length 640 pages
 Grade Level High School Suggested Time of Use 1 sem.

OBJECTIVE:

SUMMARY AND APPROACH: This book presents information on the Uniform Commercial Code. A brief overview of each section is followed by multiple choice questions. The study presents new legal principles, definitions

Title WHAT EVERY RETAILER SHOULD KNOW ABOUT THE LAW
Author R. Duffy Lewis and J. Norman Lewis **Date Pub.** 1963
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$5.00 **Length** 100 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES: To give the retailer a simple and workable knowledge of the law.

SUMMARY DESCRIPTION: Deals with the problems, restrictions and rights of retailers under the law. Covers the retailer and his customer, problems concerning orders and deliveries, government restrictions, the retailer and his employee.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

BUSINESS MATH

Title APPLIED MATHEMATICS - AN INTRODUCTION
Author Chris A. Theodore **Date Pub.** 1971
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** **Length** 722 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.
OBJECTIVES:

SUMMARY DESCRIPTION: The book discusses: Boolean Algebra; sets and logic; elements of algebra and analytic geometry; functions and their application to business operations; and elements of calculus with applications.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC MATHEMATICS FOR MANAGEMENT AND ECONOMICS
Author Lyman C. Peck **Date Pub.** 1970
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student **Cost** \$9.25 **Length** 323 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.
OBJECTIVES:

SUMMARY DESCRIPTION: With emphasis on applications in the business world, the text covers the basic mathematical processes--linear equations and matrices, linear inequalities, linear programming, finance, probability, differential calculus, and integral calculus. A step-by-step presentation stresses method rather than abstract proof.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BUSINESS MATH/30
Author Rosenberg **Date Pub.** 1968
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$1.95 **Length** _____
Grade Level Secondary **Suggested Time of Use** 30 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A text-workbook for a 30-hour module of instruction that provides high school Vocational Office Education students with the basic arithmetic skills needed for office occupations. It follows the U. S. Office of Education's guidelines for the required 30-hour course in "Fundamentals of Business Arithmetic" and "Business Mathematics."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Key (\$1.80)

Title BUSINESS MATHEMATICS
Author Rosenberg and Lewis **Date Pub.** 1968
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$5.72 **Length** _____
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Specifically designed to stress the need for understanding why certain fundamental operations are employed rather than the mere employment of them. Emphasis is placed on business applications to provide a background for the understanding of recordkeeping, accounting, machine operation, and other allied subjects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Edition (\$6.20),
Teacher's Key to Workbook and Tests (\$2.40), Workbook (\$2.22), and Tests (\$.72)

Title COLLEGE MATHEMATICS: WITH APPLICATIONS IN BUSINESS AND ECONOMICS

Author Robert Mason **Date Pub.** 1971

Publisher Learning Systems Company, 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student **Cost** \$3.25 **Length** 182 pages

Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the subject area or to be used as core or essential material in courses or programs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO BUSINESS MATHEMATICS

Author John Ernest and Herbert Stein **Date Pub.** 1969

Publisher Glencoe Press, Beverly Hills, CA

Teacher or Student Material Student **Cost** _____ **Length** 378 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Fundamentals of business mathematics for business administration students.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MATHEMATICS SKILL BUILDER

Author J. Robert Briggs and Loyce C. Gossage **Date Pub.** 1969

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student **Cost** \$1.96 **Length** 162 pages

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: To provide a thorough review of fundamentals of mathematics

SUMMARY DESCRIPTION: Provides an effective review of the fundamental mathematical operations and applications. It is designed as a basic text for an intensive course or as a supplement to any basic mathematics textbook. This workbook is ideal for remedial situations and can be used effectively as a supplement to courses in clerical practice, general business, record keeping, distributive education, and business arithmetic. Model script is used throughout the book to help develop correct numeral construction. Frequent application problems encourage the student to master the fundamental arithmetic facts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKUP MATHEMATICS

Author _____ **Date Pub.** 1967

Publisher Teaching Systems Corp., Boston, MA

Teacher or Student Material Student **Cost** _____ **Length** 116 pages

Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Teaches what markup is, how to calculate it, and why it is so important. The teaching approach is aimed at understanding--not just rote memorization of formulas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISING ARITHMETIC FOR RETAIL TRAINING

Author _____ **Date Pub.** 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student **Cost** \$3.00 **Length** 35 pages

Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a thorough understanding of the arithmetic principles and procedures in buying and pricing goods through a specific and organized plan for training executive trainees and retailing students. Contains charts, review problems and questions. Chapters include profit and loss statement, methods of determining closing inventory at cost, features of the retail method of inventory, the retail method and buying plans, the merchandise budget and open to buy, price lines and markon, orders, invoices and vendors' discounts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISING MATH FOR PROFIT: AN EXECUTIVE HANDBOOK

Author Murray Krieger **Date Pub.** 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both **Cost** \$2.95 **Length** 96 pages

Grade Level Secondary/Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Helps anyone in merchandising to solve the most intricate of retail math problems. Includes formulas for every conceivable retailing situation, essential definitions, markup charts. Covers inventories, purchases, profit, turnover, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISING MATHEMATICS

Author Patrick A. Carlo and Dennis H. Murphy **Date Pub.** 1967

Publisher Delmar Publishers, Mountainview Avenue, Albany, NY 12205

Teacher or Student Material Student **Cost** \$2.25 **Length** 136 pages

Grade Level Secondary **Suggested Time of Use** 20 weeks

OBJECTIVES: To teach the student how to work the problems in mathematics which are encountered in the fields of distribution, retailing, merchandising and selling.

SUMMARY DESCRIPTION: Begins with a review of the fundamentals vital to success and leads through arithmetic which is required knowledge for retailing and merchandising employees. No higher mathematics is involved, only basic understanding and formulas which, when applied, are nothing more than an extension of the fundamentals of addition, subtraction, multiplication and division. The functional approach is used.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide (\$1.00) and Test Booklet

Title MERCHANDISING MATHEMATICS

Author Edwin B. Piper **Date Pub.** 1967

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student **Cost** \$2.00 **Length** 92 pages

Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES: (1) To provide an effective review of the fundamental mathematical operations involving whole numbers, fractions, decimals, and percents; and (2) To present some of the common mathematical problems faced by the salesperson, the buyer, the merchandise manager, and the business owner.

SUMMARY DESCRIPTION: This text-workbook is divided into five parts to present the mathematics of sales transactions, employee earnings, purchasing, profits and pricing; and the mathematics needed by the small business manager. These five parts are divided into a total of 34 sections. The first five sections present fundamental operations and the subsequent sections deal with more advanced merchandising problems.

CAREERS

Title THE BIG QUESTION

Author _____ Date Pub. _____

New York Life Insurance Co.

Publisher Order from Association Films, Inc., 600 Madison Avenue, New York, NY 10022

Teacher or Student Material Student Cost _____ Length 28 minutes
movie

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on the story of two high school students and how they decide on a career. It emphasizes the importance of evaluating personal aptitudes and matching these with the demands and requirements of various careers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER DEVELOPMENT ACTIVITIES

Author Larry J. Kenneke Date Pub. _____

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student Cost \$3.28 Length 144 pages

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: This manual has ten sections containing 124 student activities designed to facilitate career development. Employment opportunities, understanding work, understanding yourself, career profiles, describing the worker, organized labor, starting a business, career preparation, getting a job, and holding a job are included in the contents.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide \$2.00



Title CAREER DEVELOPMENT STANDARDS FOR
VOCATIONAL AUTOMOTIVE SERVICE INSTRUCTION

Author _____ **Date Pub.** 1973

Publisher Motor Vehicle Manufacturers Association
320 New Center Building, Detroit, MI 48202

Teacher or Student Material Teacher **Cost** Free **Length** _____

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses career development in the automotive service industry by describing standards for various positions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER EDUCATION PROGRAM VOLUME III

Author H. Eugene Wysong **Date Pub.** 1973

Publisher Houghton Mifflin Company, 110 Tremont Street, Boston, MA 02107

Teacher or Student Material Both **Cost** \$15.00 **Length** _____

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of a sequence of detailed lesson plans accompanied by duplicating masters and transparencies. The duplicating masters and transparencies that accompany the volume encourage a variety of student activities and reinforce the material in the lessons. Emphasizing small group discussions and individual research, these activities include: taking field trips, interviewing people in different careers, taking part in occupational role play, inviting parents to participate as role models, using resource persons, preparing displays, developing individual and group presentations, and maintaining workbooks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER EXPLORATORY KIT
Author _____ **Date Pub.** _____
Publisher Houghton Mifflin Company, 110 Tremont Street, Boston, MA 02107
Teacher or Student Material Student **Cost** \$75.00 **Length** _____
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes over 450 different careers. Also included is one year's subscription to the updating Exploratory Service, with over 100 additions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Exploratory Service (\$20.00 per year)

Title CAREER INFORMATION: MARKETING & DISTRIBUTION
Author Teresa Walton **Date Pub.** 1970
Americal Vocational Association
Publisher Publication Sales, 1510 H Street, N.W., Washington, DC 20005
Teacher or Student Material Teacher **Cost** \$.80 **Length** 31 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This publication was prepared in an attempt to assist guidance and distributive education personnel in their task of securing relevant published career information.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER OPPORTUNITIES FOR YOUR IN THE FABULOUS WORLD OF FABRICS

Author _____ **Date Pub.** 1973

Textile Distributors Association, Inc.

Publisher 1040 Avenue of the Americas, New York, NY 10018

Teacher or Student Material Student **Cost** Free **Length** 12 pages

Grade Level Secondary **Suggested Time of Use** 1 day

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the career opportunities in the field of textile marketing and distribution. Includes a flow chart showing the steps involved from raw fiber to finished textiles.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER RESOURCE BIBLIOGRAPHIES

Author _____ **Date Pub.** _____

National Career Information Center

Publisher APGA, 1607 New Hampshire Avenue, N.W., Washington, DC 20009

Teacher or Student Material Teacher **Cost** \$.75 **Length** _____
each

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A series of career education bibliographies. Each bibliography lists print and non-print materials for career clusters. Materials are available from trade and professional associations, governmental and educational agencies, commercial publishers and producers and special career information projects. The following bibliographies pertain to distributive education: Careers in Advertising, Marketing and Public Relations, Careers in Agriculture and Agribusiness, Careers in Business, Office and Information Processing, Careers in Public Services, Careers in Transportation, Careers in Social Services, and Careers in Hospitality, Recreation and Personal Services.

Title CAREERS IN AUTOMOTIVE SERVICE AND REPAIR
Author Pathscope Educational Films, Inc. **Date Pub.** 1974
Publisher 71 Weyman Avenue, New Rochelle, NY 10802
Teacher or Student Material Student **Cost** \$40.00 **Length** 30 minutes
Grade Level Secondary **Suggested Time of Use** with records 2 filmstrips
with cassettes \$44.00

OBJECTIVES:

SUMMARY DESCRIPTION: Explores the wealth of occupations available in the automotive service industry and gives practical suggestions to students on how to get started and what the work is like.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN FASHION
Author Fairchild Publication, Inc., 7 East 12 Street, New York, NY 10003 **Date Pub.** 1973
Teacher or Student Material Both **Cost** \$20.00 **Length** 34 slides
Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on three career areas: design/production, retailing and communications. Some of the highlights are: Preparing for a Career in Fashion, The Textile Designer, The Fashion Illustrator, Many Facets to Modeling, Home Sewing as a Career, and Fashion Promotions: A Lot of Possibilities.

Title CAREERS IN FASHION AND TEXTILES

Author _____ **Date Pub.** 1974

Publisher Pathescope Educational Films, Inc.
71 Weyman Avenue, New Rochelle, NY 10802

Teacher or Student Material Student **Cost** \$40.00 **Length** 30 minutes
 with records 2 filmstrips
 with cassettes \$44.00

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Takes a look at people who provide one of the nation's most important services by designing, manufacturing and selling the clothes we wear and the cloth we need for countless other uses. Interviews discuss the personal satisfactions derived while showing the variety of jobs and the necessary skills, aptitudes and personality traits needed. People at work in the fashion and textile industry talk about how they got started, the opportunities for advancement, what kinds of people they work with, and what they like and dislike about working in this field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN FOOD SERVICE

Author _____ **Date Pub.** 1973

Publisher Pathescope Educational Films, Inc.
71 Weyman Avenue, New Rochelle, NY 10802

Teacher or Student Material Student **Cost** \$40.00 **Length** 30 minutes
 with records 2 filmstrips
 with cassettes \$44.00

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Defines the wide range of jobs and opportunities involved in distributing, preparing and serving food in a variety of places from ice cream parlors and gourmet restaurants to large institutions and franchises. The food service opportunities, satisfactions, challenges and types of work involved are covered in interviews. People working on the job discuss both the advantages and disadvantages of their work to help students make realistic choices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:



Title CAREERS IN HOME FURNISHINGS
Author _____ **Date Pub.** 1973
Publisher Fairchild Publication, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Both **Cost** _____ **Length** 32 slides
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the opportunities in the field and how to prepare for the various jobs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title CAREERS IN HOTELS AND RESTAURANTS
Author Gerald W. Lattin **Date Pub.** 1967
Publisher Henry Z. Walck, Inc., New York, NY
Teacher or Student Material Student **Cost** _____ **Length** 107 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION. Emphasis is on careers in hotels and restaurants, the two largest elements of an even larger industry--mass housing and feeding. The other businesses involved offer many opportunities to train people in hotel or restaurant work.

Title CAREERS IN INSURANCE
Author _____ **Date Pub.** _____
Publisher Insurance Information Institute, 110 William Street, New York, NY 10038
Teacher or Student Material Student **Cost** Free **Length** 14 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Offers a brief description of the career opportunities in property and liability insurance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN MARKETING
Author _____ **Date Pub.** _____
Publisher International Film Bureau, Inc.
332 Michigan Avenue, Chicago, IL 60604
Teacher or Student Material Both **Cost** _____ **Length** 5 filmstrips
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: To present an overall picture of careers in marketing.

SUMMARY DESCRIPTION: Focuses primarily on retail distribution and sales clerk procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS AND OPPORTUNITIES IN RETAILING
Author Harriet Wilinsky **Date Pub.** 1970
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$6.75 **Length** 251 pages
Grade Level Secondary/Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers what kind of people suit what kind of retail situations, special preparation for retailing, what kind of stores are there, what kind of jobs, the various divisions from merchandising to operations, how to get the job and where to go for more information about retailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN RETAILING
Author Peter F. Drucker **Date Pub.** 1969
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$1.50 **Length** 61 pages
Grade Level Secondary/Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers people and their employment, the direction the retailers must go, and the buyer for the customer.

Title CAREERS IN RETAILING & MARKETING SERIES
Author _____ **Date Pub.** 1972
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Both **Each program** Program I
Cost \$80.00 **Length** 28 35mm slides
Program II 32 slides
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of 2 programs. Program I - Careers in Department Stores covers every type of position from stock clerk and salesperson right up through top store management. An emphasis on fashion, selling, advertising, display, management, operations and home furnishings dramatizes the ever-increasing opportunities in this field. Program II - Careers in Food Merchandising deals with a representative group of jobs, ranging from stockmen to checker to departmental specialists to management. Each of the key managerial categories--meat, groceries, produce, dairy, non-food are covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title CAREERS IN SALES
Author _____ **Date Pub.** _____
Publisher Pathescope Educational Films, Inc.
71 Weyman Avenue, New Rochelle, NY 10802
Teacher or Student Material Student **with records** 2 filmstrips
Cost \$40.00 **Length** 30 minutes
with cassettes \$44.00
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Demonstrates the vast variety and scope of careers in sales, recounting the vital role of salesmen in history, and assessing the prestige of sales in today's world. Discussion of desirable personality traits and of the opportunities, challenges and rewards of sales careers. Interviews suggest some ways of entering the field; outline qualifications, skills and knowledge needed; and stress sales as a career of freedom, creativity and opportunity.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN SERVICE STATIONS
Author _____ **Date Pub.** 1973
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Both **Cost** \$80.00 **Length** 37 slides
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers all aspects of careers in this area from attendant to owner. Some of the highlights are: Learning the Basics, You're Also a Sales Promoter, Supervisory Skills--On Your Way Up, Opportunities Unlimited, How Much Can You Make?, and Women on the Job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title CAREERS IN TRANSPORTATION
Author _____ **Date Pub.** _____
Publisher Pathscope Educational Films, Inc.
71 Weyman Avenue, New Rochelle, NY 10802
Teacher or Student Material Student **Cost** \$40.00 **Length** 30 minutes
with records 2 filmstrips
with cassettes \$44.00
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Depict the role of the transportation industry in everyone's life--moving people, goods and materials for short distances and long. Investigates the five major areas--air, railroads, trucking, merchant marine, municipal public transportation--describing types of occupations at all levels and the advancement opportunities, showing something of the duties and responsibilities in various kinds of jobs. The skills, aptitudes, personality traits and physical qualifications advantageous to this field are summarized.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN THE U. S. DEPARTMENT OF AGRICULTURE
Author _____ **Date Pub.** 1968
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Student **Cost** \$3.25 **Length** _____
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Career opportunities, employment benefits, salaries, and description of jobs in the U. S. Department of Agriculture.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONCISE HANDBOOK OF OCCUPATIONS
Author Editors: Joan M. Costello and Rita P. Wolfson **Date Pub.** 1970
Publisher Doubleday/Ferguson, 150 Franklin Avenue, Garden City, NY 11530
Teacher or Student Material Both **Cost** _____ **Length** 320 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Over three hundred jobs varying in educational requirements. Each job description is complete on one page and includes: job definition, description of type work done, necessary personal employment outlook, earnings, working conditions, license or certification requirements. Each description is accompanied by a photograph of an actual job situation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:



Title CUSTOMER SERVICE
Author Leroy M. Buckner **Date Pub.** 1971
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$1.89 **Length** 106 pages
Grade Level Secondary **Suggested Time of Use** 20-30 hours

OBJECTIVES: To prepare students for customer service jobs by using a behavioral approach. Behavioral goals, stated at the beginning of each chapter, tell exactly what is expected of the student after he finishes the chapter, the learning activities, and the chapter project.

SUMMARY DESCRIPTION. The customer-service field offers beginning workers a wide range of rewarding career opportunities. This text-workbook points out these career opportunities in the discussions on the nature and importance of entry-level jobs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$2.00)

Title CAREERS UNLIMITED
Author _____ **Date Pub.** _____
Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student **Cost** \$158.80 **Length** 6 units
Grade Level Secondary/Adult **Suggested Time of Use** \$5.20
Complete program
Unit price \$32.20/Individual tape-cassette

OBJECTIVES

SUMMARY DESCRIPTION: Familiarizes students with the demands, requirements and rewards of 30 high interest career opportunities. On-the-job interviews with leaders in each field adds enrichment and enhances understanding.

Title DISTRIBUTIVE CAREER SERIES 1972-
Author Faye Gold and Raymond J. Grandfield Date Pub. 1973
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Student **Cost** \$1.75 to \$2.25 **Length** Approx. 100 pages each
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A five-part series. Each book is sequential but can be used independently, and is adaptable to any local geographic or business community. The development of basic skills, desirable work attitudes, and social contacts are emphasized throughout the series. The titles are: Book I - Distribution and Distributive Careers; Book II - Working In A Store; Book III - Working In A Service Industry; Book IV - Working For A Wholesaler; and Book V - Working In The Transportation Industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO SUPERMARKET OCCUPATIONS
Author C. Butt, W. D. Haines, Jr., and W. Hemenway Date Pub. 1967
Publisher Delmar Publishers, Albany, NY
Teacher or Student Material Student **Cost** _____ **Length** 210 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION basic information on the food distribution industry as a basis for advancement. Presents keys to success in supermarket occupations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Test booklet

Title IS A CAREER IN FINANCE, INSURANCE OR REAL ESTATE FOR YOU?

Author _____ **Date Pub.** 1972

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student **Cost** \$200.00 **Length** 15.5 minutes
movie

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: (1) To acquaint young people with the many occupations in the three areas; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Similarities in the basic nature of occupations in the three areas of finance, insurance and real estate. Discusses the duties of various occupations, the education and training required, where people in the industry work, how they are paid, the prospects for advancement, the employment outlook and where to obtain further information.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title IS A CAREER IN THE HOTEL OR MOTEL BUSINESS FOR YOU?

Author _____ **Date Pub.** 1972

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student **Cost** \$200.00 **Length** 14 minutes
movie

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: (1) To acquaint young people with the various occupations in hotels and motels; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Four categories of occupations found only in the lodging industry--those in housekeeping, in guest services, such as doormen and bellmen; in the front office, including various kinds of clerks, and those who are managers and their assistants.

Title IS A CAREER IN RADIO OR TELEVISION FOR YOU?

Author _____ **Date Pub.** 1972

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student **Cost** \$200.00 **Length** 15 minutes

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: (1) To acquaint young people with the various occupations in radio and television; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Four main career areas in broadcasting--engineering, sales, business and programming. The film surveys the education and training needed for jobs in broadcasting and discusses where the jobs are, the employment outlook, the rewards, advancement and other important job aspects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title IS A CAREER IN THE SERVICE INDUSTRIES FOR YOU?

Author _____ **Date Pub.** 1971

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student **Cost** \$200.00 **Length** 15 minutes

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: (1) To acquaint young people with the various service occupations and to motivate them to learn about all the career areas; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Eight different categories: lodging, building, personal services, domestic, amusement and recreation, apparel, protective, and the preparing and serving of food.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title IS A SALES CAREER FOR YOU?

Author _____ **Date Pub.** 1971

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student **Cost** \$200.00 **Length** 14.5 minutes

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: (1) To acquaint young people with the great variety of sales careers throughout the spectrum of business and industry; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Discusses the nature of the work in a variety of sales occupations, the temperament and capabilities sales people should have, the required education and training, the outlook for employment, the jobs available, the rewards, the prospects for advancement and the future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title JACKSON'S TREE

Author _____ **Date Pub.** _____

Audio Visual Dept.

Publisher General Mills, Inc., 9200 Wayzata boulevard, Minneapolis, MN 55440

Teacher or Student Material Student **Cost** _____ **Length** 15½ minutes

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses food industry careers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title JOBS FOR YOU: IT'S HAPPENING IN HOME ECONOMICS

Author _____ **Date Pub.** _____

Publisher Guidance Associates, 41 Washington Avenue, Pleasantville, NY 10570

Teacher or Student Material Student **Cost** \$19.50 **Length** 1 filmstrip
(Add \$2.00 for audio in cassette form)

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Interviews with working professionals describe careers in the hospitality industry, Extension Service, child development and fashion.

AVAILABLE INSTRUCTOR MATERIAL AND PRICE:

Title KNOWLEDGE AND SKILLS

Author _____ **Date Pub.** _____

Publisher The Sears Roebuck Foundation
Order from Association Files, 600 Madison Avenue, New York, NY 10022

Teacher or Student Material Student **Cost** _____ **Length** 21 minutes

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates the growing need for young people with technological skills and know-how. It offers a survey of the vocational training courses available in high schools.

AVAILABLE INSTRUCTOR MATERIAL AND PRICE:

Title MULTINATIONAL BUSINESS

Author Virgil Salera Date Pub. 1969

Publisher Houghton Mifflin Company, 110 Tremont Street, Boston, MA 02107

Teacher or Student Material Student Cost _____ Length 460 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Introduction to the field of international business and its race-setting. Form of corporation organization, and multinational company.

AVAILABLE MATERIALS AND TESTS:

Title ON THE JOB

Author Editor: Joseph L. Norton Date Pub. 1970

Publisher Doubleday/Penguin, 150 Franklin Avenue, Garden City, NY 11530

Teacher or Student Material Student Cost _____ Length _____

Grade Level Secondary Suggested Time of Use 1 sem.

OBJECTIVES

SUMMARY DESCRIPTION: A collection of 65 actual work diaries. Each shows the many facets of a job that a worker experiences day-by-day. Shows not only what a person must be equipped to do to get a job, but what he must be prepared to do once he gets it.

Title OPPORTUNITIES IN ADVERTISING CAREERS
Author George T. Clarke **Date Pub.** 1968
Vocational Guidance Materials
Publisher Universal Publishing & Distributing Corp., 235 East 45 Street, New York,
NY 10017
Teacher or Student Material Student **Cost** \$1.95 **Length** 96 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A specific career book designed to provide young men and women with all the facts needed to choose and plan their careers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPPORTUNITIES IN CLOTHING
Author Irene E. McDermott and Jeanne L. Norris **Date Pub.** 1972
Charles A. Bennett Co., Inc.
Publisher 609 West Detweiller Drive, Peoria, IL 61614
Teacher or Student Material Student **Cost** \$5.88 **Length** 350 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION. Major emphasis is on wage earning occupations in clothing's world of fashion, merchandising and industrial sewing. Covers fibers, fabrics, color design, construction, fitting, and alteration--everything from receiving and handling merchandise to the world of fashion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPPORTUNITIES IN MANAGEMENT
Author Irene Place and Leonard Robertson **Date Pub.** 1969
Vocational Guidance Materials
Publisher Universal Publishing & Distributing Corp., 235 East 45 Street, New York, NY 10017
Teacher or Student Material Student **Cost** \$1.95 **Length** 104 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Answers important career questions and introduces new career fields. It is designed to provide young men and women with all the facts needed to choose and plan their careers intelligently.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPPORTUNITIES IN PERSONNEL MANAGEMENT
Author David Mack **Date Pub.** 1970
Vocational Guidance Materials
Publisher Universal Publishing & Distributing Corp., 235 East 45 Street, New York, NY 10017
Teacher or Student Material Student **Cost** \$1.95 **Length** 132 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses all pertinent aspects of the personnel workers job, providing an in-depth insight into the many opportunities to work with and for people.

Title OPPORTUNITIES IN RETAILING
Author National Retail Merchants Association **Date Pub.** _____
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$.30 **Length** 20 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: Depicts the merchandising store operation, control and credit, sales promotion, personnel and employee relations areas of retailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PEOPLE & CHOICES: CAREER FOLIOS
Author Watson, et. al. **Date Pub.** 1970
Publisher Harcourt Brace Jovanovich, Inc., 757 Third Avenue, New York, NY 10017
Teacher or Student Material Student **Cost** _____ **Length** _____
Grade Level Secondary **Suggested Time of Use** 1 sem.
OBJECTIVES:

SUMMARY DESCRIPTION: Consists of ten sets of Career Folios, each set focusing on a career group.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PEOPLE WHO INFLUENCE OTHERS

Author _____ **Date Pub.** _____

Publisher Guidance Associates, 41 Washington Avenue, Pleasantville, NY 10570

Teacher or Student Material Student **Cost** \$37.50 **Length** 4 filmstrips
(Add \$2.00 for audio in cassette form)

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces a model and cosmetics demonstrator who talks about selling products she believes in; an advertising executive who's working on a public service campaign for a city zoo; a county agent who invites students to a dairy farm where he helps farmers improve their farming methods. Program emphasizes qualities of gregariousness, self-confidence, sensitivity, empathy, leadership.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUBLIC RELATIONS CAREERS: IN BUSINESS & THE COMMUNITY

Author Patrick Monaghan **Date Pub.** 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student **Cost** \$7.95 **Length** 180 pages

Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Considers PR from three functional viewpoints: management, personnel and marketing. It defines and analyzes the relationship between companies and communities; the path a maturing PR man will follow; the best businesses for a career. All aspects of putting knowledge and techniques to work for career progress, as well as the tools, affiliations and other attributes of the PR function, are discussed. Also examined are non-profit and volunteer PR.



AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title REVOLUTION IN RELEVANCE
Author _____ **Date Pub.** _____
Publisher Datafilms, 2625 Temple Street, Los Angeles, CA 90026
Teacher or Student Material Both **Cost** \$25.00 **Length** 20 minutes
Grade Level Secondary/Adult **Suggested Time of Use** _____
16mm movie
Rental \$15.00 per week

OBJECTIVES:

SUMMARY DESCRIPTION: For concerned students approaching their career decisions. The comprehensive story of how Vocational Education provides Relevance, Opportunity, Security, and Responsibility.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES TRAINING JOB GUIDE
Author _____ **Date Pub.** _____
Publisher Educational & Consumer Relations
J. C. Fenney Co., Inc., 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Student **Cost** \$.12 **Length** leaflet
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes opportunities and responsibilities of a job, grooming, and how to prepare for an interview.

Title THE SALESMAN - AMBASSADOR OF PROGRESS
Author Donald Robinson **Date Pub.** 1967
Publisher Sales & Marketing Executives International, 630 Third Avenue, New York, NY 10017
Teacher or Student Material Student **Cost** Free **Length** _____
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the job of the salesman and its numerous advantages as a career.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SO YOU WANT TO BE A HOME APPLIANCE SERVICE TECHNICIAN
Author _____ **Date Pub.** 1971
Publisher Houghton Mifflin Company, 110 Tremont Street, Boston, MA 02107
Teacher or Student Material Student **Cost** \$150.00 **Length** 1 film
Grade Level Secondary **Rental** \$15.00 **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Shows students the world of home appliance service through the experiences of a young trainee in the field. Offers an overview of the opportunities home appliance service offers.

Title TEXTILES FOR YOU

Author _____ Date Pub. _____

Public Relations Division, American Textile
Publisher Manufacturers Institute, 1501 Johnston Building, Charlotte, NC 28202

Teacher or Student Material Student Cost Free Length 12 pages

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates the variety of fibers and processes involved in the manufacture of textiles. A list of schools specializing in textiles is also included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title TOMMY LOOKS AT CAREERS

Author _____ Date Pub. _____

B. F. Goodrich Co.
Publisher Order from Sterling Movies, Inc., 43 West 61 Street, New York, NY 10023

Teacher or Student Material Student Cost _____ Length _____

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A series of movies examining a variety of careers. For example, transportation, marketing, management, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE WORLD OF MARKETING AND DISTRIBUTION

Author _____ **Date Pub.** 1973

Publisher Career World, 1500 Verta Drive, Harrisburg, PA

Teacher or Student Material Student **Cost** \$80.00 **Length** 160 slides

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION. Includes sections on retailing, sales promotion, industrial sales, real estate, insurance, service trades, physical distribution, finance, credit, and buying.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR CAREER IN THE HOTEL-HOTEL INDUSTRY

Author _____ **Date Pub.** _____

Publisher American Hotel and Motel Assn., 221 West 57 Street, New York, NY 10019

Teacher or Student Material Student **Cost** Free **Length** 14 pages

Grade Level Secondary/College/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION. Describes the hotel business and lists 15 jobs for beginners, 18 jobs for people with special training or experience, and 10 jobs for people with extensive training and experience. Outlines training and education requirements--details on scholarships available.

Title YOUR CAREER IN TEXTILES
Author _____ **Date Pub.** _____
Publisher The American Textile Manufacturers Institute, Inc.
1501 Johnston Building, Charlotte, NC 28202
Teacher or Student Material Student **Cost** Free **Length** 20 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: Describes many kinds of jobs in the textile industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR FUTURE IN RETAILING
Author _____ **Date Pub.** 1971
Publisher D. E. Materials Lab
1865 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Student **Cost** \$15.00 **Length** 54 35mm slides
Grade Level Secondary **Suggested Time of Use** 1 hour
OBJECTIVES:

SUMMARY DESCRIPTION: A trip through a large modern department store showing all the different jobs available.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR FUTURE, CAREERS IN CONSUMER FINANCE
Author _____ **Date Pub.** _____
Publisher Educational Services Division, National Consumer
Finance Assn., 1000 Sixteenth Street, N.W., Washington, DC 20006
Teacher or Student Material Student **Cost** Free **Length** 24 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes personal attributes, education and training for careers in consumer finance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR FUTURE - ARCO-ROSEN CAREER GUIDANCE SERIES
Author _____ **Date Pub.** _____
Publisher Career World Book Service, 501 Lake Forest Avenue, Highwood, IL 60040
Teacher or Student Material Student **Cost** \$59.95 **Length** 40 books
Grade Level Secondary **Suggested Time of Use** _____
Complete set
Single titles \$1.95

OBJECTIVES:

SUMMARY DESCRIPTION: All of the books in this series are written by prominent men and women who are successful in their chosen fields. The series covers all the major careers in practical terms for the young man or woman who is interested in more than "just a job."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS.

Title YOUR JOB IN DISTRIBUTION
Author Beaumont and Iangan **Date Pub.** 1968
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$4.17 **Length** _____
Grade Level Secondary **Suggested Time of Use** 1 sem.
OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the different kinds of retail stores and studies businesses that sell services at retail. The role of the wholesaler and other kinds of businesses that sell their services to the public and to industrial consumers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$1.60), and Job Activity Guide I and II (\$1.62 each)

Title YOUR OPPORTUNITIES IN RETAILING
Author _____ **Date Pub.** _____
National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student **Cost** \$.25 **Length** 12 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: An explanatory brochure of the opportunities in retailing. Includes questions for an applicant to first ask himself to decide if retailing is for him. Gives data on the industry and explains different types of retailing operations and positions available.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

CONSUMER EDUCATION

Title ADVERTISING: INFORMATION, PERSUASION, OR DECEPTION
Author _____ **Date Pub.** 1973
Publisher Journal Films, Inc., 909 Wesy Diversey Parkway, Chicago, IL 60614
Teacher or Student Material Student **Cost** _____ **Length** 16mm sound
motion picture
13 minutes
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This film allows the viewer to consider the purpose of contemporary advertising and to distinguish between the informational and manipulative uses of advertising. Using current advertisements in various media as examples, the film highlights the fact that all advertising is self-serving. There is an implicit message cautioning consumers to analyze advertisements based on an emotional appeal, to read between the lines in order to ferret out facts, and to avoid the "gullibility trap."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC PRINCIPLES IN FAMILY MONEY AND CREDIT MANAGEMENT
Author Carl F. Hawyer **Date Pub.** 1968
Publisher National Consumer Finance Assn., 1000 16th Street, N.W., Washington, DC 10036
Teacher or Student Material Student **Cost** _____ **Length** 12 pages
Grade Level Secondary **Suggested Time of Use** 2 weeks

OBJECTIVES: To provide background information about the type of financial institution which specializes in and provides the largest volume of cash installment credit.

SUMMARY DESCRIPTION: Information about consumer finance prepared as background reading for classroom discussions and projects.

Title CLOTHING COMMUNICATES
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY
10019
Teacher or Student Material Student **Cost** \$3.50 **Length** 6 minutes
Grade Level Secondary/adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Developed to awaken the observer to some of the possible reasons why we dress as we do. Clothing is a means of communication by which we convey, more or less consciously, silent messages to the world around us. This filmstrip illustrates several ways our personalities influence our clothing and ...how our clothing may affect our personality.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COLOR CONCEPTS
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY
10019
Teacher or Student Material Teacher **Cost** \$10.50 **Length** 2 filmstrips
Grade Level Secondary/adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A teaching unit on color. Planned to provide a basic introduction to color, this teaching supplement includes two filmstrips: I. Color Concepts--how we see and mind color. II. Looking For Color--seeing color ideas everywhere and translating them into use.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COLOR, TEXTURE, DESIGN IN SPACE
Author _____ **Date Pub.** _____
Publisher Consumer Relations
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati,
OH 45241
Teacher or Student Material Student **Cost** Free **Length** _____
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The basic concepts of color, texture, design and space and their inter-relationship. Manual includes colorful diagrams and interesting assignments to help interpret the facts presented.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE CONCERN FOR QUALITY
Author _____ **Date Pub.** _____
Publisher National Association of Manufacturers, New York, NY
Teacher or Student Material Student **Cost** Free **Length** 2 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses ways to contact businesses where goods have been purchased but must be returned.



Title CONSUMER BEHAVIOR
Author Edited by A. S. C. Ehrenberg and F. G. Pyatt **Date Pub.** 1971
Publisher Penguin Books, Inc., 7110 Ambassador Road, Baltimore, MD 21207
Teacher or Student Material Student **Cost** \$3.95 **Length** 380 pages
Grade Level Collegiate **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: A collection of readings on the ways in which the consumer's behavior varies in response to products and brands, distribution channels, pricing policies, and promotion. The first two Parts deal with the buying of non-durable goods and with consumer motivation. Part Three covers consumer durables, with an emphasis on forecasting demand. Part Four looks at some of the modern forms of economic analysis of demand, supply, and price.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER BEHAVIOR
Author Thomas S. Robertson **Date Pub.** 1970
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student **Cost** \$3.10 **Length** 169 pages
Grade Level Collegiate **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: Explores the sources of and influences on consumer action. It discusses the principal areas of consumer behavior investigation based on the psychological dimensions of perception, learning, motivation, personality, and attitudes, and on the social and cultural dimensions of group processes, personal influence, culture, and social class.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER BUYING GUIDE FILMSTRIP KIT
Author _____ **Date Pub.** _____
Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York,
NY 10019
Teacher or Student Material Teacher **Cost** \$4.00 **Length** Kit
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses how to buy sheets and pillowcases. Unit includes packet of labels, 20 printed buying guides, filmstrip, commentary, and wall chart.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER BUYING GUIDE REPRINTS
Author _____ **Date Pub.** _____
Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York,
Each NY 10019
Teacher or Student Material Student **Cost** \$.06 **Length** _____
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES

SUMMARY DESCRIPTION: Includes information on men's dress shirts, shoes, pillows, towels, etc.

Title CONSUMER CREDIT (FACTS FOR YOU)
Author Mors **Date Pub.** 1959
Publisher Bureau of Business Research, Western Reserve University, Cleveland, OH
Teacher or Student Material Student **Cost** \$.30 **Length** 32 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: Reasons for use of credit, paying old debts, and the main sources of credit. Answers the following questions: 1. Are consumer credit charges excessive? 2. How to tell what rate you pay?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE CONSUMER DECIDES
Author _____ **Date Pub.** _____
Educational & Consumer Relations
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Student **Cost** \$3.50 **Length** 6 minutes
Grade Level Secondary/Adult **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: This filmstrip relates consumer rights and responsibilities to consumer satisfaction with purchases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER DECISION MAKING - GUIDES TO BETTER LIVING
Author Warnke, Wylie, Sellers **Date Pub.** 1972
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$6.20 **Length** 482 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: (1) To introduce students to economic processes; (2) To explain the student's role as a consumer; and (3) To teach wise money management.

SUMMARY DESCRIPTION: Emphasis is placed on the application of economic principles to the everyday problems of individuals in society rather than on economic theory. Introduces the student to a broad-based understanding of the economic process and its relationship to the student's personal role as a consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title CONSUMER ECONOMIC PROBLEMS
Author Wilson, Eyster, Warnke and Wylie **Date Pub.** 1971
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$6.68 **Length** 665 pages
Grade Level Secondary/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the essentials of economic principles and business relations woven into a fabric of experience that moves from student experiences to the responsible experiences of an adult life of earning, spending, voting, and managing money.

Title CONSUMER EDUCATION BIBLIOGRAPHY
Author _____ **Date Pub.** 1969
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Both **Cost** _____ **Length** 170 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography is a listing of over 2,000 books, booklets, pamphlets, films, filmstrips, etc., in the field of consumer interests and education.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER EDUCATION PROGRAMMED INSTRUCTION UNITS
Author _____ **Date Pub.** 1970
Publisher Delti Pi Epsilon, Inc.
National Office, Gustovus Adolphus Collets, St. Peter, MN
Teacher or Student Material Teacher **Cost** _____ **Length** 274 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION Covers the areas of buying services, housing, making use of insurance, buying goods, general principles of consumer purchasing, budgeting and managing money, using consumer credit wisely, buying goods (clothing, household furnishings and appliances), purchasing and maintaining automotive products and services, using leisure time, and energy and money.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title CONSUMER LAW - RIGHTS AND RESPONSIBILITIES
Author _____ Date Pub. 1971
Publisher Austin H. Kiplinger, 1729 H Street, N.W., Washington, DC 20006
Teacher or Student Material Student Cost _____ Length 4 packets
Grade Level Secondary/Adult Suggested Time of Use 1 ses.

OBJECTIVES:

BRIEF DESCRIPTION: Presents information about the law--case studies, records, etc. Focuses on the relationship between the law and consumers' right.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, and a recording to introduce the study of consumer law.

Title THE CONSUMER LOOKS AT DECEPTIVE PACKAGING
Author Warne Date Pub. 1961
Publisher Council on Consumer Information, Colorado State College, Greeley, CO
Teacher or Student Material Student Cost \$.50 Length 34 pages
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

BRIEF DESCRIPTION: Discusses the methods and laws concerning deceptive packaging, cost of packaging to the consumer, and how the consumer can protect himself.

Title THE CONSUMER IN THE MARKETPLACE
Author Leon Levy, Robert Q. Feldman and Simpson Sasserath **Date Pub.** 1970
Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017
Teacher or Student Material Student **Cost** \$7.84 **Length** 320 pages
Grade Level Secondary/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The consumer's influence and problems managing money, using credit, techniques of consumer purchasing, insurance, consumer laws and protection, and a guide to social living.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER MATHEMATICS
Author Lankford **Date Pub.** 1971
Publisher Harcourt Bruce Jovanovic, Inc., 757 Third Avenue, New York, NY 10017
Teacher or Student Material Student **Cost** _____ **Length** 1 year
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Mathematics for everyday living, especially for persons who do family shopping.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER - SEARCH FOR THE CONSUMER INTEREST
Author David A. Aaker and George S. Day Date Pub. 1971
Publisher Free Press, New York, NY
Teacher or Student Material Student Cost _____ Length 442 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Articles dealing with the activities of government, business, and independent organizations in the field of consumer interest. Selections from a variety of sources, with particular emphasis on the legal and business aspects of consumer protection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE CONSUMER IN SOCIETY
Author Leonard T. Kreisman Date Pub. 1964
Publisher The Odyssey Press, Inc., New York, NY
Teacher or Student Material Student Cost _____ Length 246 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To help gather the information that a well-informed consumer should have in order to make intelligent decisions in our modern society.

SUMMARY DESCRIPTION: Discusses: budgeting and marketing; checking accounts; insuring your health; insuring your life; where to save; the stock market, etc.

Title CONSUMERISM: GETTING YOUR MONEY'S WORTH
Author Annalee Gold Date Pub. _____
Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material Both Cost \$100.00 Length 48 color 35mm slides
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES: To help everyone involved in consumerism act fairly and intelligently in a wide variety of real-life situations.

SUMMARY DESCRIPTION: Contents include: appealing to a store head; budgeting sensibly; buying a car; buying clothing; buying food; buying home furnishings; buying a major appliance; dealing with salespeople; determining product value; interpreting guarantees; investing in a business; maintaining a savings account; purchasing by mail; reading an ad effectively; seeking professional counsel; selecting a reliable store; signing a contract; taking out a loan; understanding repair estimates; and writing checks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title THE CONVENIENCE-ORIENTED CONSUMER
Author W. Thomas Anderson, Jr. Date Pub. 1971
Bureau of Business Research
Publisher The University of Texas, Austin, TX 78712
Teacher or Student Material Student Cost \$5.00 Length _____
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES: To meet the needs of the consumer by discussing the behavior limits the marketer faces in his efforts to meet the demands of the rapidly expanding convenience-goods market.

SUMMARY DESCRIPTION: This is a study concerning problems, research and findings on various types of consumers at different socio-economic levels and the motivation factors in purchasing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREDIT: A CONSUMER RESOURCE

Author _____ **Date Pub.** _____

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York,
NY 10019

Teacher or Student Material Teacher **Cost** \$8.00 **Length** 1 filmstrip

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This unit has been designed to focus on such major ideas as: attitudes and their effect upon the use of credit; different types of credit; reasons for and against buying on credit; and shopping for credit. Case studies, transparencies are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title THE DARKSIDE OF THE MARKETPLACE

Author Jean Carper and Warren Magnuson **Date Pub.** 1968

Publisher Educational Book Division
Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student **Cost** \$1.75 **Length** 240 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This book discusses consumer deception and those who perpetrate it. Describes laws that aid and abet the deceivers, and the need for other laws to protect consumers. With facts, figures, and case histories, the authors make known the tricks of the trade.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DECISION MAKING FOR CONSUMERS
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Teacher **Cost** \$11.50 **Length** Kit
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a tool for teaching the intellectual approach to decision making. Theories about decision making as well as actual models are provided to help consumers understand the steps involved in making a decision.

AVAILABLE INSTRUCTOR MATERIAL AND SUPPLIES: Teacher's Guide

Title DO YOU KNOW YOUR ECONOMIC LIFE?
Author _____ **Date Pub.** 1968
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Student **Cost** \$1.50 **Length** 46 pages
Grade Level Secondary **Suggested Time of Use** 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: Story of our free enterprise system as it works through the producer, the distributor, and the consumer. The marketing functions which in their constant interrelationship deliver goods to the American household are explained.

AVAILABLE



Title FAMILY FINANCIAL MANAGEMENT
Author Finch and Roman **Date Pub.** 1970
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$2.64 **Length** Practice set
Grade Level Secondary/Adult **Suggested Time of Use** Approx. 4 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: The student will learn to keep the records for an average family of four during a three-month period, and should also learn how to compare a budget with actual expenditures and to plan a budget for future expenditures. The materials consist of: a narrative of transactions, business papers, a family records of receipts and payments, a checkbook, and a file.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title FANTASTIC JOURNEY
Author Consumer Relations **Date Pub.** _____
Publisher The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241
Teacher or Student Material Student **Cost** Free **Length** 15 minutes
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This film traces the adventures of a talking coffeemaker as it makes its way through the S & H Chicago distribution center. Via amusing comments on his computerized, conveyor-belted environment, the coffeemaker gives a serious lesson on modern merchandise distribution technology.

Title FASHIONS & FABRICS
Author Educational & Consumer Relations **Date Pub.** 1970
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Teacher **Cost** \$1.25 **Length** _____
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The fiber covered is polyester. Included are swatched pages, pattern envelopes, a Textile Newsletter on polyester, and a fashion information sheet.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Also available in Spanish.

Title FINANCING A NEW PARTNERSHIP
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Teacher **Cost** \$1.25 **Length** Unit
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION. Includes reference sheets on the following subjects: understanding your income (including deductions); adding a new member to the family (including suggested minimum layette and maternity wardrobe); and financing major purchases (including information on credit). Also included is a game which was developed to use the backgrounds, income, values and goals of couples and information from the reference sheets in problems solving situations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUARANTEES & WARRANTIES
Author Educational & Consumer Relations **Date Pub.** 1970
Publisher J. C. Peasey Company, Inc., 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Student **Cost** Free **Length** 4 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION A complete explanation of guarantees and warranties. Explains what they cover and how they protect the consumer.

AVAILABLE INSTRUMENTS

Title A GUIDE TO BUDGETING FOR THE FAMILY
Author _____ **Date Pub.** 1965
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Student **Cost** \$.10 **Length** 13 pages
Grade Level _____ **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION Gives steps in making a budget--determining goals, estimating income and expenses, setting up a budget, debt payments, regular monthly payment, day-to-day expenses, setting out the budget--keeping records and evaluating the plan. Basic information about how to use consumer credit wisely is included.



Title HOMES ARE FOR PEOPLE
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Student **Cost** \$8.00 **Length** 3 filmstrips
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Filmstrips I and II - The psychological and sociological needs home can fulfill. These two filmstrips have a recording as well as a printed commentary. Filmstrip - This filmstrip has been planned for individual use by students in a self-teaching situation, although it may be used as a classroom lesson. Shows the importance of beauty in the home.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO BE A BETTER SHOPPER
Author _____ **Date Pub.** _____
Publisher Consumer Relations
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241
Teacher or Student Material Student **Cost** Free **Length** 12 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Includes theory of buying, shopping lists, supermarket layout, comparing, using wall charts, reading labels, purchase plans, consumer attitudes, and commonly used terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title HOW TO FURNISH A FIRST HOME
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York,
Teacher or Student Material Teacher **Cost** \$3.25 **Length** Kit **NY** 10019
Grade Level Secondary/College/Adult **Suggested Time of Use** _____

OBJECTIVES

SUMMARY DESCRIPTION Designed to help think through basic values and needs for furnishing a first home. It is divided into three sections: Think Through Your Values; Think Through Your Needs; and Gather Ideas.

AVAILABLE MATERIALS, MATERIALS AND TESTS:

Title HOW TO FURNISH A PRIVATE WORLD FOR TEENS
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York
Teacher or Student Material Student **Cost** \$.35 **Length** 12 pages
Grade Level SENIOR HIGH **Suggested Time of Use** _____

OBJECTIVES

SUMMARY DESCRIPTION Ideas for bedroom decorations for young women.

Title HOW TO PLAN YOUR SPENDING

Author _____ Date Pub. _____

Publisher The Connecticut Mutual Life Insurance Co., Hartford, CT

Teacher or Student Material Student Cost Free Length 32 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses money management, determining net income, where does money go, planning your spending, and keeping track of your plan.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELECT FABRICS FOR GARMENTS

Author _____ Date Pub. _____

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York,

Teacher or Student Material Teacher Cost \$3.50 Length 1 filmstrip
NY 10019

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Basic information about fabric selection as well as twenty Consumer Buying Guides for use by students.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO USE CONSUMER CREDIT WISELY
Author Blake **Date Pub.** 1962
Publisher International Consumer Credit Association, St. Louis, MO
Teacher or Student Material Student **Cost** Free **Length** 30 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Encourages broadest use of consumer credit consistent with sound business principles and the welfare of the community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGING YOUR MONEY
Author _____ **Date Pub.** 1964
Publisher U. S. Government Printing Office, Washington, DC 20402
Teacher or Student Material Student **Cost** \$.10 **Length** 12 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION. Tips on how to budget money wisely.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:



Title MONEY MANAGEMENT - YOUR SHOPPING DOLLAR
Author Money Management Institute **Date Pub.** 1972
Publisher Household Finance Corporation, Chicago, IL
Teacher or Student Material Student **Cost** \$.25 **Length** 32 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES: To help the shopper get the most value from the dollars he spends.

SUMMARY DESCRIPTION: Organized into sections pertaining to the shopper, purchasing agent, customer, and citizen. The purchaser 1) learns to define values; 2) plans spending; 3) develops shopping skills. A customer learns how to obtain buying information, know stores, plan use of cash or credit, follow shopping etiquette, and communicate with businesses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MONEY TREE
Author Catherine DeCamp **Date Pub.** 1972
The New American Library, Inc.
Publisher Educational Division, 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Student **Cost** \$11.50 **Length** 352 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Presents vital information needed to stay solvent, shop for value, and make money grow. Hundreds of ways to avoid being tricked by the sharp practices common in our society.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PEOPLE AND CREDIT
Author Cronin **Date Pub.** _____
Publisher Illinois Consumer Finance Assn., 111 West Washington Street, Chicago, IL
Teacher or Student Material Student **Cost** Free **Length** 11 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The 3 ways of borrowing money which are common among families for personal needs and wants: charge accounts, installment sales credit, and cash credit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONAL FINANCE
Author _____ **Date Pub.** 1972
Publisher Learning Systems Co., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** \$3.50 **Length** 196 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 3 con.

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the finance area, or to be used as core or essential material in courses or programs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

328-627-

Title PERSONAL MONEY MANAGEMENT
Author _____ **Date Pub.** 1967
Publisher American Bankers Assoc. 1180 Raymond Boulevard, Newark, NY 07102
Teacher or Student Material Student **Cost** Free **Length** 59 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES: To help increase financial competence and the kind of financial independence that will contribute to better living.

SUMMARY DESCRIPTION: How to get more out of a dollar. What people should know about saving, spending, housing, insurance, investing, using credit. Determining net worth. Planning an estate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSPECTIVES IN CONSUMER BEHAVIOR
Author Kassarjian and Robertson **Date Pub.** 1973
Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025
Teacher or Student Material Student **Cost** \$7.95 **Length** 512 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the basic theoretical foundations of consumer behavior, the relevant applications to marketing management and public policy, and the comprehensive models for consumer behavior analysis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:



Title PROBLEMS IN CREDITING AND COLLECTIONS

Author Hedwig Reichardt and William J. Shultz Date Pub. 1967

Publisher McGraw-Hill, Inc., New York, NY

Teacher or author's present position Student Cost _____ Length 312 pages

Grade level _____ Suggested time of use 1 sem.

ORIG. 1967

Summary: This book contains 12 problems from various credit and collection situations. All the cases have been placed in the present form to illustrate the following:

Title PROBLEMS IN CREDITING AND COLLECTIONS

Author _____ Date Pub. 1962

Publisher McGraw-Hill, Inc., 1221 Ave. of the Americas, New York, NY 10020

Teacher or author's present position _____ Cost _____ Length 290 pages

Grade level _____ Suggested time of use 1 sem.

Summary: This book illustrates the methods for selling on credit and collecting on accounts receivable. It explains how to decide when a sale should be made on credit, how to use a credit tool for making such a decision, stripping the credit from a sale, etc.

Title REPORT TO CONSUMERS
Author _____ **Date Pub.** _____
Publisher Modern Picture Service, 2323 New Hyde Park Road, New Hyde Park, NY 11040
Teacher or Student Material Student **available** 16mm movie
Cost free **Length** 28 minutes
Grade Level Secondary/Adult **of charge**
Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Examines many facets of retailing including both career opportunities and consumerism. Using the example of a national chain store, the film introduces the viewer to the world of retailing both from the point of view of employee and customer. Interviews with employees show their attitudes toward their jobs and how they deal with customers. The process of designing clothes and merchandise testing laboratories are two of the other areas covered briefly. Career opportunities for women, students, and ethnic minorities are discussed and interviews with employees are used to highlight various considerations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A RESOURCE KIT FOR TEACHING CONSUMER EDUCATION
Author _____ **Date Pub.** 1970
Publisher Kiplinger Washington Editors, Inc., Editors Park, MD 20782
Teacher or Student Material Teacher **Cost** _____ **Length** 5 packets
Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES: (1) Each of the five units begins with the statement of a main goal for the unit; (2) The unit goal in each case is reinstated as a performance objective or behavioral objective.

SUMMARY DESCRIPTION: Presented with a wide range of exciting materials--cartoons, wall charts, transparencies, forms, quotations, resource lists--that can stimulate them to reach new levels of thinking and motivate the students to raise urgent questions about how effectively they will function as workers and consumers and about what their own lives will be.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INSOURCER: KILLER TEACHING CONSUMER EDUCATION - THE MARKETPLACE

Author _____ Date Pub. 1971

Publisher Kipin, or Washington Editors, Inc., Editors Park, MD 20782

Teacher or Student Material Teacher Cost _____ Length 3 packets

Grade Level Secondary/Adult Suggested Time of Use 1 sem.

OBJECTIVE: To have students benefit and the long-range values that are inherent in consumer education.

Each packet contains three packets of the long-range values that are inherent in consumer education. Each packet begins with the statement of a principle of consumer education. The statement proposes a major guideline to the teacher. The packet then lists the components of the principle. The components are listed in sequence. Course objectives are listed at the end of each section.

Additional information: _____

Title INSOURCER: KILLER TEACHING CONSUMER EDUCATION - THE MARKETPLACE

Author _____ Date Pub. 1971

Publisher Kipin, or Washington Editors, Inc., Editors Park, MD 20782

Teacher or Student Material _____ Cost _____ Length 60 pages

Grade Level _____ Suggested Time of Use 10 hours

This packet provides a teacher that will better enable the students to identify and establish their values and goals as they relate to economic competence; to supplement the secondary education curriculum with information that will help the student become a more informed, skillful consumer; and to help the student to visualize his customers' needs and wants so that all consumer alternatives can be considered in the decision-making process.

SUMMARY: This packet includes consumer knowledge which directly relates to the Institute of Education theory covering 14 of our objectives.

Title RETAILING SERVES THE CONSUMER
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penny Company, Inc., 1301 Avenue of the Americas, New York, NY
10019
Teacher or Student Material Student **Cost** \$3.50 **Length** 1 filmstrip
Grade Level Secondary/College **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Planned to help young people see how the jobs they might hold in a retailing organization are an important part of a service in the community.

AVAILABLE IN THE _____

Title 9 YEARS HIDDEN VALUE SERIES
Author _____ **Date Pub.** _____
Publisher 9 Years Bookbuck and Co., 7401 Skokie Boulevard, Skokie, IL 60076
Teacher or Student Material Student **Cost** \$2.50 **Length** 15 pages each
Grade Level Secondary/High **Suggested Time of Use** _____

OBJECTIVES: (1) To inform young consumers about the hidden values to be found in today's goods; (2) To insure reliable performance through proper care; and (3) To show how intelligent use of these purchases can bring the most personal satisfaction.

SUMMARY DESCRIPTION: Series includes 9 sets of booklets on various subjects including: fashions in dining and use of tableware; kitchen "how" and "why" planning with an actual construction of a kitchen; decorating made easy interprets the elements of design in terms of current decorating trends; bathroom decoration; window treatment difficulties possible and care of each type of material; selecting fashions; how to select paint and wall coverings; how to select floor coverings; and how to select major home appliances.

AVAILABLE IN THE _____

Title THE SUPERMARKET
Author _____ **Date Pub.** _____
Publisher Consumer Relations
Sperry and Hutchinson Company, 3003 E. Kemper Rd., Cincinnati, OH 45241
Teacher or Student Material Student **Cost** Free **Length** 16mm movie
Grade Level Secondary/Collegiate/adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A color film observing what-not-to-do shopping habits of customers through the eyes of a supermarket manager. Reveals how such shoppers actually add to the cost of supermarket operations.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title TEACH PERSONAL ECONOMICS IN THE BUSINESS CURRICULUM
Author Ronan Warnke, Editor **Date Pub.** 1971
Publisher Joint Council on Economic Education 1212 Ave. of Americas, New York, NY 10036
Teacher or Student Material Teacher **Cost** \$2.50 **Length** 92 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: Designed to help teachers include more basic economics and consumer economics in the existing business curricula.

SUMMARY DESCRIPTION: Units on Tools of Analysis, Income, Spending, Using Credit, Saving, Investing, and Making Economic Decisions as Citizens

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS: Test of Understanding in Personal Economics available.

Title TEACHING A COURSE IN PERSONAL ECONOMICS
Author James Canfield **Date Pub.** 1971
Publisher Joint Council on Economic Education, 1212 Ave. of Americas, New York, NY 10036
Teacher or Student Material Teacher **Cost** \$2.50 **Length** 69 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: Designed to help teachers develop a separate course in consumer economics.

SUMMARY DESCRIPTION: The Structure of Personal Economics, followed by 22 lessons on such topics as the development of capitalism, the structure and flow of personal economics, finding a job, consumer spending and borrowing, saving, insurance, and government's role.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Test of Understanding in Personal Economics available separately. Norming data available for this test.

Title TIPS HANDBOOK
Author _____ **Date Pub.** 1968
Publisher National Association of Manufacturers, 277 Park Ave., New York, NY 10017
Teacher or Student Material Teacher **Cost** Free **Length** 124 pages
Grade Level Secondary/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Contains a listing of various references and resources pertaining to the related fields in clothing and grooming, food, health and leisure, home furnishings, and money management. Each section is accompanied by an introduction of the various sections covered and a listing of additional informational resources.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

-634-

Title TLC FOR TEXTILES

Author _____ Date Pub. _____

Educational & Consumer Relations
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student Cost \$3.50 Length 1 filmstrip
6 minutes

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates some of the problems faced by consumers in providing TLC (tender loving care) for the textile products in their homes. It reviews care problems and their causes; suggests ways for solving them.

AVAILABLE INSTRUCTOR MATERIAL AND RESOURCES:

Title TO MARKET, TO MARKET

Author _____ Date Pub. _____

Consumer Relations
Publisher The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241

Teacher or Student Material Student Cost Free Length slides

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Shopping know-how for today's consumer. Includes a suggested publicity release and 12-page guide, "How to Be a better Shopper."

AVAILABLE IN _____ LEADER'S GUIDE

Title TRADING STAMP INDUSTRY

Author _____ Date Pub. _____

Consumer Relations

Publisher The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati,

OH 45241

Teacher or Student Material Student Cost Free Length Booklets

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Information on today's trading stamp industry. Included are authoritative reports, analyses and speeches prepared by independent research organizations, economists and government specialists; questions and answers about trading stamps and their place in a competitive economy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNDERSTANDING TODAY'S TEXTILES

Author _____ Date Pub. 1969

Educational & Consumer Relations

Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York,

NY 10019

Teacher or Student Material Student Cost \$5.75 Length 1 filmstrip

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes generic textile families. Includes cartoons of textile families, a "textile newsletter" with information to supplement the unit.

AVAILABLE IN SPANISH _____ Available in Spanish

Title USING INSTALLMENT CREDIT
Author Phelps Date Pub. 1959
Publisher Commercial Credit Co., Baltimore, MD
Teacher or Student Material Student Cost Free Length 80 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION. Answers problems of how to use installment credit wisely.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS:

Title WHO PUT THE CON IN CONSUMER?
Author David Sanford Date Pub. 1972
Publisher Liveright, 386 Park Avenue South, New York, NY 10016
Teacher or Student Material Student Cost \$2.95 Length 166 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION From children's toys to "harmless" drugs, shows how big business plays on public weaknesses, current fads, and the consumer's lake of factual, precise information in order to sell its products.

DATA PROCESSING

Title AN ORIENTATION COURSE OF STUDY IN
DATA PROCESSING OF DISTRIBUTIVE EDUCATION

Author Albert Sternberg **Date Pub.** 1971

Publisher Curriculum Laboratory, Rutgers - The State University
Building 4103, Kilmer Campus, New Brunswick, NJ

Teacher or Student Material Teacher **Cost** Free **Length** 60 pages

Grade Level Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book contains general information to give the student a basic understanding of data processing in relation to distributive education.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CLARIFYING THE COMPUTER

Author Kevin M. McLoughlin **Date Pub.** 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student **Cost** \$12.50 **Length** 272 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such subjects as an analysis of the "myths about computers," the applications of Electronic Data Processing (EDP) for smaller firms; EDP personnel development; understanding costs and the role of middle management. Contains a glossary of EDP terms geared to retail-manufacturer management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

DISTRIBUTIVE EDUCATION

Title ADULT PUBLIC RELATIONS

Author Dale L. Bowman Date Pub. 1973

D. E. Materials Lab

Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$2.00 Length 20 pages

Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The necessary steps in effectively promoting the adult training potential in an area including specific public relations ideas for the D.E. coordinator.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADULT TRAINING TRANSPARENCY MASTERS

Author _____ Date Pub. 1972

D. E. Material Lab

Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$.50 Length 14 pages

Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: These overhead transparency masters are part of the Adult Operations Manual which may be ordered separately. Good backup in promoting an adult class with business management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC AMERICAN GOVERNMENT FOR DISTRIBUTIVE EDUCATION

Author Roy E. Falmer, Jr. Date Pub. 1971

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$2.00 Length 77 pages

Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to pinpoint specific areas of knowledge in order to understand the problems of the business community, specifically in the area of marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A BIBLIOGRAPHY OF PERIODICALS

Author G. L. Williams, T. S. Jones and J. G. Koeninger Date Pub. 1971

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$1.00 Length 11 pages

Grade Level Secondary/Collegiate Suggested Time of Use _____

OBJECTIVES: To help D. E. teachers order magazines necessary for D. E. classes.

SUMMARY DESCRIPTION: Listing of 156 magazines which relate to all aspects of the field of marketing. The booklet lists the name of the periodical, its price, publisher, address and how often it is published.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BIG BOARD
Author William F. Wibling and Jimmy G. Koeninger Date Pub. 1973
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher Cost \$1.00 Length 16 pages
Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: This introduction to the ideas of the stock market gives students an opportunity to decide how to spend \$100,000 when given periods with specific economic character. The booklet includes the instructions for the game and 6 overhead transparencies showing how prices fluctuate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BULLETIN BOARDS FOR D.E.
Author Karen Kitsteiner Date Pub. 1970
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher Cost \$3.00 Length 49 pages
Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A manual of bulletin board layouts specifically for D.E.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:



Title BULLETIN BOARDS: MEET OUR DECA WINNERS
Author Cathy Ashmore **Date Pub.** 1973
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$1.00 **Length** 37 pages
Grade Level Secondary **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: This is a collection of illustrations and signs which could be used on a bulletin board or display window to announce either entries or winners in DECA competition. It includes materials for all competitive events and comes packed in a file folder for handy storage.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS.

Title A COLLECTION OF OVERHEAD TRANSPARENCY ORIGINALS FOR D.E. - I
Author _____ **Date Pub.** 1967
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.00 **Length** 80 pages
Grade Level Secondary **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: Transparency originals (black and white images) are assembled into one packet. These include six subject areas commonly covered in D.E. These originals are easily made into transparencies.



Title A COLLECTION OF OVERHEAD TRANSPARENCY ORIGINALS FOR D.E. - II
Author _____ **Date Pub.** 1968
Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$1.50 **Length** 45 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This series includes 45 black and white "originals" in the following areas: buying fundamentals, business location, business organization, and personal budgeting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CURRICULUM GUIDELINES FOR DISTRIBUTIVE EDUCATION
Author James D. Walters **Date Pub.** 1970
Publisher D. E. Materials Lab
1805 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.00 **Length** 97 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This curriculum outline places major emphasis on fundamental application of marketing principles. It includes curriculum for the Senior Distributive Education program and the Junior-Senior program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A DIRECTORY OF MARKETING AND TRADE ASSOCIATIONS
Author Bob Burk **Date Pub.** 1969
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.00 **Length** 45 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A listing of sources of merchandise and industry information in the distributive field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISTRIBUTIVE EDUCATION
Author _____ **Date Pub.** _____
Publisher Colonial Films, Inc., 752 Spring Street, Atlanta, GA 30308
Teacher or Student Material Student **Cost** \$240.00 **Length** 82 transparencies
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Transparencies on the following areas: Good Grooming, Orientation to D.E., Job Application and Job Interview, Basic Salesmanship and D.E.C.A.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

347-647-

Title DISTRIBUTIVE EDUCATION

Author _____ Date Pub. _____

Publisher D. C. A. Educational Products, Inc.
4865 Stenton Avenue, Philadelphia, PA 19144

Teacher or Student Material Teacher Cost \$207.60 Length 36 transparencies

Grade Level Secondary/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Thirty-six multi-colored transparencies and overlays in display, merchandising math, marketing channels, advertising, packaging, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title D.E. GUIDELINES FOR TRAINING PLANS

Author _____ Date Pub. 1967

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$3.00 Length 105 pages

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-two sample training plans are given in training plan form to serve as a guideline for D.E. coordinators. The guidelines are not complete in the sense that each individual student may vary in his job assignments. The final plan is, of course, a culmination of effort involving the student, coordinator, and employer. These guidelines are invaluable to the coordinator who is establishing the all-important individual job training plans.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE D.E. STORY
Author _____ **Date Pub.** 1971
Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$10.00 **Length** 40 slides with tape
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the concept of D.E. showing students on the job, explains job duties, attempts to answer all questions concerning the classroom-job training concept.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISTRIBUTIVE EDUCATION TRAINING GUIDES
Author Haines and Tedder **Date Pub.** 1963
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$2.79 **Length** 202 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES: To relate classroom instruction more meaningfully to each trainee on his job.

SUMMARY DESCRIPTION: One hundred training guides are included in this manual to provide individual instruction for cooperative trainees. This series of assignment sheets will encourage each trainee to think of his training station as an extension of the classroom.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title DISTRIBUTIVE EDUCATION WORK-EXPERIENCE MANUAL
Author P. A. Carlo, D. H. Murphy and W. R. Scott **Date Pub.** 1970
Publisher Delmar Publishers, Mountainview Avenue, Albany, NY 12205
Teacher or Student Material Student **Cost** \$3.15 **Length** 220 pages
Grade Level Secondary **Suggested Time of Use** 40 weeks

OBJECTIVES: To present numerous opportunities to relate the students actual on-the-job activities with classroom instruction.

SUMMARY DESCRIPTION: Takes the trainee from the first days in the program through the complete school year, providing those units of instruction and records which are necessary to accomplish goals of the work experience. There are 40 units. Specially designed forms and letters are included in the Appendix to assist the coordinator in initiating the work-experience program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide (\$.50)

Title FILMS FOR DISTRIBUTIVE EDUCATION
Author Instructional Materials Services **Date Pub.** 1965
Publisher Division of Extension, The University of Texas, Austin, TX 78712
Teacher or Student Material Teacher **Cost** _____ **Length** 70 pages
Grade Level Secondary/Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION. Provides the teacher with a list of films for teaching Distributive Education in every subject area.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A GUIDE FOR MEMBERSHIP CHAIRMEN
Author _____ **Date Pub.** _____
Publisher Consumer Relations
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati,
OH 45241
Teacher or Student Material Student **Cost** Free **Length** 25 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Written to help membership chairmen recruit new members and help them become active; and to stimulate active participation on the part of every member. It contains step-by-step directions for examining present membership, setting a campaign goal, and suggests some practical ways to achieve it.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUIDELINES FOR STUDENT TEACHERS
Author Evelyn Barnes **Date Pub.** 1972
D. E. Materials Lab
Publisher 1885 Neal Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$.50 **Length** 13 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A guideline of activities for student teachers which is designed for preparation for all the activities they should be involved in during the student teaching of Distributive Education. It is written in evaluation form which may be filled out by the cooperating teacher or merely used for discussion purposes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW D.E. HELPS SMALL BUSINESS

Author John A. Beaumont Date Pub. 1968

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both Cost Free Length 4 pages

Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY: This is a self-instruction, with high school and adult; individualized consultation and self-instruction of institutes; selection and dissemination of current information.

AVAILABILITY:

Title _____

Author _____ Date Pub. 1966

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both Cost Free Length 17 pages

Grade Level Adult Suggested Time of Use 8 hours

OBJECTIVES:

SUMMARY: This is a self-instruction workbook for students to acquaint them with beginning rules and regulations of their jobs. Supplements greatly teacher orientation and serve as excellent lead into units such as advertising, layout, personal production, etc.

AVAILABILITY:

Title A LIBRARY FOR D.E.
Author Jeff Hommel **Date Pub.** 1970
D. E. Materials Lab,
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.00 **Length** 34 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A current listing of books in marketing and distribution. It is current and includes paperback selections.

AVAILABLE INSTRUCTIONAL MATERIAL AND TERMS

Title MEMBERSHIP HANDBOOK
Author _____ **Date Pub.** _____
Consumer Relations
Publisher The Sperry and Hutchinson Company, 3903 East Kemper Road, Cincinnati, OH 45241
Teacher or Student Material Student **Cost** Free **Length** _____
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: An organization leader's guide to successful fund raising for ways and means chairmen. Detailed discussion of proven methods for planning exciting, effective projects.



Title THE NEWSPAPER AS A TEACHING DEVICE

Author _____ Date Pub. 1967

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$2.00 Length 31 pages

Grade Level Secondary Suggested Time of Use 12 hours

OBJECTIVES:

SUMMARY DESCRIPTION: Several unique approaches to using the newspaper in teaching such Distributive Education units as: applying for a job, advertising, business communications, display, etc.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title OHIO DECA'S NUMBER ONE

Author _____ Date Pub. 1973

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost \$15.00 Length 70 slides with tape

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Explains in detail the events at Ohio's Fall Delegates Conference.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title OHIO DECA'S TOPS IN MARKETING
Author _____ **Date Pub.** 1973
Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$15.00 **Length** 80 slides
with tape
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the state competitive events and gives a coordinator material to motivate a group of students as they begin to think about state competition. Also proves to be good public relations material for showing to parents, business people or for recruiting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROJECTS FOR JUNIOR STUDENTS
Author Ronald Seman **Date Pub.** 1971
Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.00 **Length** 39 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Ten group projects are outlined for Junior Distributive Education students. Student work forms are included along with explanations for the teacher.



Title PUBLICITY HANDBOOK
Author _____ **Date Pub.** _____
Publisher Consumer Relations
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati,
OH 45241
Teacher or Student Material Student **Cost** Free **Length** _____
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A step-by-step guide to the effective use of communications media. Prepared especially for those in charge of publicizing the activities of their organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A SELECTED, ANNOTATED BIBLIOGRAPHY
FOR RESEARCHERS IN BUSINESS AND DISTRIBUTIVE EDUCATION
Author Kenneth E. Everard **Date Pub.** 1969
Publisher Trenton State College, Trenton, NJ
Teacher or Student Material Both **Cost** _____ **Length** 11 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of indexes, general and special, general research sources in education, selected miscellaneous references, general selected periodicals in professional business and distributive education, yearbooks, and monographs, and microfilm studies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SIMULATIONS AND GAMES
Author Jimmy G. Koeninger **Date Pub.** 1972
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$3.00 **Length** 77 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A basic guide to marketing and business oriented games. The manual explains the game and lists the name and address of the source and price.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUGGESTED PROGRAM OF STUDY FOR THE TWO YEAR HIGH SCHOOL D.E. PROGRAM
Author _____ **Date Pub.** 1967
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.00 **Length** 21 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A program of study developed to be used in the junior and senior year D.E. Topic areas are dealt with on a general basis with important sub-topics listed.

Title THIRTY-HOUR TRAINING PROGRAM
Author James H. Casey and Ramen H. MacFarlane **Date Pub.** 1972
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$1.00 **Length** 42 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A training program devised to help the student make necessary adjustments to the world of work.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TOLEDO TITLE SLIDES
Author _____ **Date Pub.** 1971
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$5.00 **Length** 20 slides
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Developed by the Toledo Public Schools as a D.E. promotional slide presentation.

Title TRAINING FILM PROFILES

Author _____ **Date Pub.** 1972

Publisher Olympic Film Service, 161 West 22 Street, New York, NY 10011

Teacher or Student Material Teacher **Cost** _____ **Length** 15 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A catalog on films for guidance, human relations, business administration, labor, salesmanship, etc.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS:

Title UNIFAC: DISTRIBUTIVE EDUCATION

Author Ira Martell **Date Pub.** 1971

Publisher D. E. Materials Ltd
1885 Neil Avenue, 1157 Lombard Hall, Columbus, OH 43210

Teacher or Student Material _____ **Cost** \$1.50 **Length** 26 pages

Grade Level Secondary **Suggested Time of Use** 4 hours

OBJECTIVES:

SUMMARY DESCRIPTION. An individual student package of 4 lessons designed to give a basic understanding of Distributive Education before a high school student decides to enroll in the program. Consists of a pre-test, post-test, and practice exercises for each section.

AVAILABLE INSTRUCTOR MATERIALS AND TESTS:

Title WAYS AND MEANS HANDBOOK
Author _____ Date Pub. 1964
Consumer Relations
Publisher The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati,
OH 45241
Teacher or Student Material Both Cost Free Length _____
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: A complete and practical guide to successful fund raising for ways and means chairmen. Detailed discussion of proven methods for planning exciting, effective projects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU BE THE JUDGE: DISPLAY
Author Jimmy G. Koeninger Date Pub. 1973
D. E. Materials Lab
Publisher 1805 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher Cost \$8.00 Length 35 slides
Grade Level Secondary Suggested Time of Use 6 hours

OBJECTIVES:

SUMMARY DESCRIPTION Features all types of display--both exterior and interior.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU BE THE JUDGE: DISPLAY MANUAL
Author Jimmy G. Koenigst **Date Pub.** 1973
Publisher D. E. Materials Lab
1885 Neil Ave., Columbus, OH 43210
Teacher or Student Material Teacher **Price** \$2.00 **Length** 5 slides
22 pages
Grade Level Secondary **Estimated Time of Use** 10 hours

OBJECTIVES: (1) Student will be able to judge displays in DECA competition successfully; and (2) Student will be able to exhibit the qualities of a good and a poor display.

SUMMARY DESCRIPTION: In addition to the elements of display, this packet includes a 21-page manual on the elements of display, student handout rating sheets (for use as a guide in a competitive event), five 35mm slides of display exhibits, and 10 overhead transparencies of the composite score.

AVAILABLE IN: Microfilm

ECONOMICS

Title AMERICAN BUSINESS AND ITS ENVIRONMENT
Author Scott Walton Date Pub. 1966
Publisher The Macmillan Co., New York, NY
Teacher or Student Material Student Cost _____ Length 654 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Contents include: Business and its Economic Environment; The Social Environment of Business; Examination of Constitutional Laws, Government Agencies and Officials; and Business and its Environment in The Future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC ECONOMICS
Author Thomas J. Hailstones Date Pub. 1972
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student Cost \$10.00 Length 672 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Includes: The Nature and Scope of Economics; Process of Economizing; Our Free Enterprise Economic System; Our Income System; Money, Credit, and Banking; Production, Income, and Employment; and business Fluctuations.

Title CASES AND PROBLEMS IN ECONOMICS

Author James Duesenberry and Lee Preston Date Pub. 1960

Educational Book Division

Publisher Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student Cost \$4.50 Length 195 pages

Grade Level College Suggested Time of Use _____

OBJECTIVES*

SUMMARY DESCRIPTION. Gives a variety of problem situations to which the concepts and techniques of economic analysis may be usefully applied. Emphasis is upon the employment of tools which have been presented in abstract form in textbook readings or lectures and upon the development of economic policies to deal with current problems.

AVAILABLE INSTRUCTIONS MATERIAL AND FEES

Title ECONOMICS

Author Campbell R. McConnell Date Pub. 1966

Publisher Prentice-Hall, Inc., Englewood Cliffs, NJ 07620

Teacher or Student Material Student Cost \$1.95 Length 792 pages

Grade Level College Suggested Time of Use 1 sem.

OBJECTIVES*

SUMMARY DESCRIPTION. The crucial topic of economic growth in the overall selection of topics. Considerable care has been exercised to include only those which have significant bearing upon the twin problems of full employment and allocative efficiency.

AVAILABLE INSTRUCTIONS MATERIAL AND FEES _____ Suggested Time of Use for students



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Title ECONOMICS FOR DISTRIBUTIVE EDUCATION
Author Jack Strietelmeier **Date Pub.** 1969
Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher **Cost** \$2.00 **Length** 46 pages
Grade Level Secondary **Suggested Time of Use** 9 -19 hours

OBJECTIVES:

SUMMARY DESCRIPTION: Basic introduction to the study of economics. The emphasis is on the economic functions as they affect marketing and distribution. Supply and demand, prices, production and basic concepts are explored. A comparison of economic systems and how they influence and affect distribution is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMICS IN THE BUSINESS CURRICULUM
Author George L. Fersh, et. al. **Date Pub.** 1972
Publisher Joint Council on Economic Education
1212 Avenue of the Americas, New York, NY 10036
Teacher or Student Material Teacher **Cost** \$2.50 **Length** 94 pages
Grade Level Secondary/Collegiate **Suggested Time of Use** _____

OBJECTIVES: To aid business teachers in including more economics in their curricula.

SUMMARY DESCRIPTION: Twenty articles on such topics as The Emerging Role of the Business Teacher in Economic Education, Economic Concepts for Understanding Everyday Business Activities, and Teaching Economic Concepts in Consumer Economics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMICS IN THE CURRICULUM
Author J. D. Calderwood, J. D. Lawrence, and J. E. Maher **Date Pub.** 1970
Publisher John Wiley and Sons, New York, NY
Teacher or Student Material Teacher **Cost** _____ **Length** 221 pages
Grade Level Secondary/Collegiate **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: Discusses economic ideas and concepts and grade placement of economic concepts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMICS - PRINCIPLES AND APPLICATIONS
Author John Kennedy and Arthur Olsen **Date Pub.** 1972
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$7.04 **Length** 611 pages
Grade Level Secondary **Suggested Time of Use** _____
OBJECTIVES:

SUMMARY DESCRIPTION: Relates economic principles to current social phenomena and provides students with a broad-based understanding of the American economic system. Sections on price determination; distribution of national income; money and banking; economic growth and stability; and fiscal policy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study guides and applications (\$2.32), Tests 1-5 for examination (\$.40), and Transparencies (50 for \$110.00).

Title ECONOMIC THEORY OF REGULATORY CONSTRAINT
Author Elizabeth E. Bailey **Date Pub.** _____
Publisher Lexington Books, D. C. Heath and Company
125 Spring Street, Lexington, MA 02173
Teacher or Student Material Student **Cost** \$15.00 **Length** 192 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The models in this study demonstrate why regulatory constraints can cause unwanted economic incentives and at the same time support the view that some forms of regulation cause more harm than good. The study concerns itself with the extension of traditional economic theory of the firm to include regulatory constraint on the firm's behavior and analysis of the effects of regulation. It provides an important link between literature on regulation of industry which is purely theoretical and that which strictly is issue- or company-oriented.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ESTIMATING ECONOMIC CAPACITY
Author Gift **Date Pub.** 1968
Publisher University Press of Kentucky, Lexington, KY 40506
Teacher or Student Material Student **Cost** \$3.00 **Length** 70 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The author develops a conceptual framework within which a meaningful interpretation of these many definitions and measures of productive capacity can be made.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE EVOLUTION OF ECONOMIC THOUGHT
Author W. E. Kuhn **Date Pub.** 1970
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$10.20 **Length** 451 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The value and distribution theory, macroeconomics, complementary avenues of theoretical advance, retrospect and prospect. Designed to acquaint students with the theorists who have exerted a strong influence on economics as a body of scientifically developed propositions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Examination Questions

Title FREE MEN AND FREE MARKETS
Author Robert Theobald **Date Pub.** 1965
Publisher Doubleday, New York, NY
Teacher or Student Material Student **Cost** \$.95 **Length** 175 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION A view of today's technological society and the problems of abundance, automation, and falling demand.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NEW INFLATION: CAUSES, EFFECTS, CURES
Author G. L. Bach **Date Pub.** 1973
Publisher Brown University Press, 129 Waterman Street, Providence, RI 02912
Teacher or Student Material Student **Cost** \$6.00 **Length** 103 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES: To enable the reader to understand the special nature of today's inflation and to help him to cope with it.

SUMMARY DESCRIPTION: In nontechnical terms defines inflation, shows how the effects of today's inflation differ from those of previous inflations, indicates the probable future trends of inflations, and considers solutions to the problem of inflation in a democratic society.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS
Author Robert D. Mason **Date Pub.** 1970
Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** **Length** 538 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION This book discusses: role of statistical methods, collection of business and economic data, presentation of data, frequency distributions, measures of central tendency, measures of dispersion and skewness, a survey of probability concepts, probability distributions, an introduction to sampling methods, sampling and sampling distributions, tests of hypotheses, and an introduction to decision making under uncertainty, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Tests

Title TEACHING A COURSE IN PERSONAL ECONOMICS

Author James Canfield **Date Pub.** 1971

Publisher Joint Council on Economic Education
1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Teacher **Cost** Free **Length** 60 pages

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Curriculum for high school consumer economics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEACHING PERSONAL ECONOMICS IN THE BUSINESS EDUCATION CURRICULUM

Author _____ **Date Pub.** 1971

Publisher Joint Council on Economic Education
1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Teacher **Cost** Free **Length** 82 pages

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: "Recipe book" for curriculum suggestions for teaching personal economics. Education about business and education for business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's manual, Discussion Guide and Tests.

ECOLOGY

EXECUTIVE DEVELOPMENT

Title EXECUTIVE DYNAMICS
Author _____ **Date Pub.** _____
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$5.02 **Length** 200 pages
Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Speechpower, salesmanship, and telephone techniques for today's executive.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title EXECUTIVE FUNDAMENTALS
Author _____ **Date Pub.** _____
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$5.02 **Length** 200 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Leadership and memory training for today's executive.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title EXECUTIVE IMAGE
Author _____ **Date Pub.** _____
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$5.02 **Length** 200 pages
Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Wardrobe and grooming for today's executive.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXECUTIVE LEADERSHIP
Author Nathan Axelrod **Date Pub.** _____
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student **Cost** \$4.50 **Length** _____
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION Written for the student or junior executive in the merchandising, advertising, and business management fields.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual (\$5.00)

Title EXECUTIVE PERSONALITY
Author _____ Date Pub. _____
Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Teacher or Student Material Student Cost \$5.02 Length 200 pages
Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION Developing the mind and body for today's executive.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title LEADERSHIP TRAINING
Author _____ Date Pub. 1972
D. E. _____ Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher Cost \$2.00 Length 81 pages
Grade Level Adult Suggested Time of Use 16 hours

OBJECTIVES

SUMMARY DESCRIPTION: Supervisory skills are stressed in a functional outline discussing qualities of a leader, working with people, and efficiency as it applies to leadership.

JOB ORIENTATION

Title APPLYING FOR A JOB
Author Patricia Rath, Ralph Mason and Lloyd Phillips **Date Pub.** 1968
Publisher The Interstate Printers and Publishers, Danville, IL
Teacher or Student Material Student **Cost** **Length** file cards
Grade Level Secondary **Suggested Time of Use**

OBJECTIVES: To allow the student to teach himself some of the fundamentals of applying for a job.

SUMMARY DESCRIPTION: This self-study guide for students is a set of questions relating to applying for a job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE DISCIPLINARY INTERVIEW
Author John D. Staley **Date Pub.** 1965
Publisher American Management Association, 135 West 50 Street, New York, NY 10020
Teacher or Student Material Student **Cost** **Length** 1 record
Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: This record demonstrates how to: 1) assure that employees know what the rules are and why they exist; 2) assure that employees observe rules; 3) inform employees what the performance standards are and how they are judged; and 4) follow-up consistently to insure that employees are complying with the rules.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EFFECTIVE COMMUNICATION ON THE JOB
Author _____ Date Pub. 1963
Publisher American Management Association, 135 West 50 Street, New York, NY 10020
Teacher or Student Material Student Cost \$7.50 Length _____
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION. Face-to-face communications, employment interviewing, orientation and training, order giving, discipline, wage and salary policies, and written communications.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title THE EFFECTIVE OFFICE WORKER SERIES
Author _____ Date Pub. _____
Publisher Thompson-Mittrall & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305
Teacher or Student Material Student Each filmstrip \$50.00 5 filmstrips
Cost: \$225.00 Length with cassettes
Audiscan \$350.00
Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION. Titles of the filmstrips are: The Role of the Office Worker, Managing Your Time, Managing the Job Making the Boss Look Good, and Improving Your Communications Skills.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title THE EXIT INTERVIEW
Author P. W. Maloney Date Pub. 1963
Publisher American Management Association, 135 West 50 Street, New York, NY 10020
Teacher or Student Material Student Cost _____ Length 1 record
Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The correct technique of conducting an exit interview.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GETTING THE RIGHT JOB
Author James R. Rich, Jr. Date Pub. 1970
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Teacher Cost \$1.50 Length 40 pages
Grade Level Secondary Suggested Time of Use 10-15 hours

OBJECTIVES: The student will be able to apply for a job successfully.

SUMMARY DESCRIPTION: Unit of instruction designed to aid the student in techniques of locating sources for jobs, applying for the job, job interviews, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Transparency originals and handouts.

Title GOOD JOB HABITS - APPLYING FOR A JOB

Author John M. McKee Date Pub. 1966

Publisher Rehabilitation Research Foundation of Alabama, Elmore, AL

Teacher or Student Material Student Cost Free Length 21 pages

Grade Level Collegiate Suggested Time of Use 2 hours

OBJECTIVES:

SUMMARY DESCRIPTION: This lesson is divided into three parts: I. Getting Along with your Supervisor; II. Being Dependable; and III. Doing a Good Job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Tests are included

Title HOW TO FIND AND APPLY FOR A JOB

Author Helen Kelly and R. C. Walters Date Pub. 1960

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student Cost \$1.80 Length 84 pages

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Personal inventory, first step in selling yourself, discovering opportunities, selling yourself in a personal interview, the application blank, and how to sell your services by a letter of application.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERVIEWING THE POTENTIAL EMPLOYEE
Author P. W. Maloney and D. Thomas **Date Pub.** 1961
Publisher American Management Association, 135 West 50 Street, New York, NY 10020
Teacher or Student Material Student **Cost** **Length** 1 record
Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: The correct way to conduct an effective interview.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title JOB ORIENTED SKILLS FOR HIGH SCHOOL STUDENTS
Author Research Institute of Programmed Education **Date Pub.** 1970
Publisher American Management Association, 135 West 50 Street, New York, NY 10020
Teacher or Student Material Student **Cost** **Length** 210 pages
Grade Level Secondary/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed text to prepare students for basic entry-level jobs. General information on basic math, filing, banking procedures, payroll, money management procedures and business communications.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OCCUPATIONAL ESSENTIALS

Author David J. Richter Date Pub. 1965

Publisher H. C. Johnson Press, Inc., Rockford, IL 61110

Teacher or Student Material Student Cost _____ Length 195 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To help students attain skills and attitudes necessary in finding and maintaining a job.

SUMMARY DESCRIPTION: Who Am I? Where Should I Look For Job Openings? How Can I Most Effectively Secure A Job? What Must I Do To Succeed On The Job?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONALITY DEVELOPMENT FOR BUSINESS

Author Russon Date Pub. _____

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student Cost \$4.40 Length _____

Grade Level Secondary Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION. Human relations, business psychology and personality development are emphasized.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:



Title PREPARING FOR AN INTERVIEW
Author Educational & Consumer Relations **Date Pub.** _____
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY
10019
Teacher or Student Material Student **Cost** \$3.50 **Length** filmstrip
6 minutes
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Presents information on how to evaluate personal qualifications for a job, what types of questions might be asked at an interview, appropriate dress, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE RIGHT WAY TO FIND AND GET THE RIGHT JOB
Author Robert Snelling **Date Pub.** 1971
The New American Library, Inc.
Publisher Educational Division, 1301 Avenue of the Americas, New York, NY 10019
Teacher or Student Material Student **Cost** \$.95 **Length** 302 pages
Grade Level Secondary/Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Tells how to evaluate oneself, planning a career, looking for a job, resumes and interviews, aptitude tests and employment services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE TEENAGER AND THE INTERVIEW

Author John Keefe **Date Pub.** 1971

Publisher Richards Rosen Press, Inc., New York, NY 10010

Teacher or Student Material Student **Cost** _____ **Length** 188 pages

Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A description of jobs--how to find them. Included are sections on employment applications, resumes, the interview, tests, summer and part-time jobs, and sections on different types of jobs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TELEPHONE TECHNIQUES

Author _____ **Date Pub.** _____

Publisher Classroom World Productions, Order from Associated Educational Materials, Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
2 sound

Teacher or Student Material Student **Cost** \$60.00 **Length** filmstrips
Audio w/o filmstrips \$5.95

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: How to handle telephone equipment properly. What to say when answering incoming calls and placing outgoing calls. How to use the telephone to: increase goodwill, build sales, improve relations with customers, prospects and friends. How to tactfully screen telephone callers, take messages effectively, be a good listener and end calls graciously.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TELEPHONE TECHNIQUES
Author Sam Guarino **Date Pub.** 1971
D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210
Teacher or Student Material Student **Cost** \$3.00 **Length** 72 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: This manual is directed to adult students who wish to learn the business-like manner of handling different types of phone calls. Telephone personality improvement and selling skills are covered in depth.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE WORLD OF WORK - CROSS-VOCATIONAL SKILLS & INFORMATION
Author _____ **Date Pub.** _____
Educational Resources Div.
Publisher Educational Design, Inc., 47 West 13 Street, New York, NY 10011
Teacher or Student Material Student **Cost** \$175.00 **Length** 15 tape cassettes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The basic understanding of how businesses operate, their vocabulary and customs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Also includes: 12 overhead projector transparencies, 24 student record booklets, Instructor's Guide.

Title THE WORLD OF WORK - GETTING A JOB
Author _____ **Date Pub.** _____
Publisher Educational Resources Div.
Educational Design, Inc., 47 West 13 Street, New York, NY 10011
Teacher or Student Material Student **Cost** \$131.00 **Length** 12 tape cassettes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Teaches the all-important skills necessary in getting a job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Also includes: 24 student record booklets, Instructor's Guide.

Title THE WORLD OF WORK - ON THE JOB
Author _____ **Date Pub.** _____
Publisher Educational Resources Div.
Educational Design, Inc., 47 West 13 Street, New York, NY 10011
Teacher or Student Material Student **Cost** \$229.50 **Length** 20 tape cassettes
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the interpersonal skills that will increase confidence, forestall impulse quitting, and enable students to cope with work environment problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU AND YOUR JOB
Author Blackledge, Blackledge and Keily **Date Pub.** 1967
Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material Student **Cost** \$2.12 **Length** 103 pages
Grade Level Secondary **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Chapters on job opportunities, pick your goal, summer employment, selling your talents, how to write a letter of application, and personal interviews.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

PERSONALITY DEVELOPMENT

Title ART OF LISTENING

Author _____ Date Pub. _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student Cost \$23.50 Length 4 audio lessons

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: How good listening makes for better decisions. Interpreting what you hear. Cultivating your ability to remember what you hear. How emotions color what you hear or think you hear. Determining possible hidden meanings. How to discover how well you listen and how to improve your listening ability.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISCOVER YOUR HIDDEN TALENTS

Author _____ Date Pub. _____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student Cost \$23.50 Length 4 audio lessons

Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The importance of having a good self-image. How to achieve success by setting specific goals. Enthusiasm--how to develop it to best serve your interests. How to turn shortcomings into advantages. How to double your chances of success. How to rid yourself of bad habits and acquire good ones. The link between creativity and problem-solving. How to develop a more positive attitude. Selling yourself and your company.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TIPS & TRENDS
Author _____ Date Pub. 1969
National Consumer Finance Corporation
Publisher 1000 Sixteenth Street, N.W., Washington, DC
Teacher or Student Material Student Cost _____ Length 20 pages
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the art of being understood.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VOICE, VOCABULARY AND DELIVERY
Author _____ Date Pub. _____
Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material Student Cost \$23.50 Length 4 audio lessons
Grade Level Secondary/Collegiate/Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: The impact of poor grammar and bad diction on listener reactions. The difference between "talk" and "communication." How to break a bad speech habit. The first step to take in improving your voice. How to develop the type of voice most pleasing to the ear. Pronouncing words properly. How to make sure the words you use convey the meaning you want for different types of listeners. Words and phrases you should avoid. How to pace your delivery most effectively. The "KISS" rule.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

PUBLIC RELATIONS

Title COMMUNICATIONS FOR LEADERSHIP
Author Edward E. Scannell **Date Pub.** 1970
Publisher GREGG/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** \$2.80 **Length** _____
Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Written for the employee who wants a brief, practical method of improving his communication skills. Organized into six chapters, each of which develops one of those topics relating directly to the major communication problems of a manager.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (\$1.60)

Title COMMUNICATIONS AND PUBLIC RELATIONS
Author Edward J. Robinson **Date Pub.** 1966
Publisher Charles E. Merrill Publishing Co., 1300 Alum Creek Drive, Columbus,
Teacher or Student Material Student **Cost** _____ **Length** 618 pages OH 43216
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Treats public relations practitioners as social behavioral scientists. The author spells out a communication theory model into which public relations problems can be translated. An examination of social and behavioral science research methods is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NATURE OF PUBLIC RELATIONS
Author John E. Marston **Date Pub.** 1963
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student **Cost** **Length** 393 pages
Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Approaches its study primarily through theory and historical description. The contents of this book are drawn from the files of many publications and companies and are arranged so as to enable the reader to arrive at the fundamental principles of successful public relations by seeing how most competent practitioners in the field handle problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE PRACTICE OF PUBLIC RELATIONS
Author L. Roy Blumenthal **Date Pub.** 1972
Publisher The Macmillan Co., New York, NY
Teacher or Student Material Student **Cost** **Length** 278 pages
Grade Level Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION. Discusses the many areas of public relations in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUBLIC RELATIONS - PRINCIPLES, CASES AND PROBLEMS
Author Bertrard R. Canfield **Date Pub.** 1968
Publisher Richard D. Irwin, 1616 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student **Cost** _____ **Length** 627 pages
Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES: To familiarize the general management of corporations, nonprofit organizations, and unions with the functions and areas of public relations so that they may better understand the role which public relations should play in improving the public image of their organization.

SUMMARY DESCRIPTION: This book is intended to serve as a basic text in courses of public relations for students planning to major in this subject and become practitioners of public relations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUBLIC RELATIONS FOR RETAIL EMPLOYEES
Author _____ **Date Pub.** 1968
Publisher Instructional Materials Services
 Division of Extension, The University of Texas, Austin, TX 78712
Teacher or Student Material Student **Cost** _____ **Length** 107 pages
Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasizes that the entire staff of a store must be imbued with the idea that the degree of customer good will is the direct result of employees putting into practice good public relations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

MISCELLANEOUS

Title CITIZENS, CONSUMERS & COMMUNICATIONS
Author _____ **Date Pub.** 1972
Publisher Magazine Publishers Association, 575 Lexington Avenue, New York, NY 10022
Teacher or Student Material Teacher **Cost** Free **Length** 40 pages
Grade Level Collegiate **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The nation's adults, in their dual role as citizens and consumers, interact constantly with communications media. The "climate for learning" from both the editorial programming and the advertising is probed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A DEPARTMENT STORE IN THE CLASSROOM
Author _____ **Date Pub.** 1969
Publisher Sears, Roebuck & Co., 3301 West Arthington Street, Chicago, IL 60607
Teacher or Student Material Student **Cost** \$1.00 **Length** 39 pages
Grade Level Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION. Provides objectives for using catalogs in consumer education classes, concepts and learning experiences, teaching techniques, community resources, guidelines for use of newspapers, criteria for judging educational value of outside materials and listing of additional sources.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OFFICE PRODUCTS KNOWLEDGE COURSES

Author Homer Smith **Date Pub.** 1973

National Office Products Association

Publisher 1500 Wilson Boulevard, Arlington, VA 22209

Teacher or Student Material Student **Cost** \$99.00 **Length** 12 courses
One course at \$9.50 6 hours

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** per course

OBJECTIVES: To provide office products salesmen with information about the basic product lines sold to offices.

SUMMARY DESCRIPTION: Self-administered courses, each with standard 60 or 90-minute tape cassette plus matching workbook.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Leader's Guide

Title THE SMILE OF SUCCESS

Author _____ **Date Pub.** _____

Classroom World Productions, Order from Associated Educational

Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student **Cost** \$169.50 **Length** 14 lessons

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: The right kind of training and educational background only--opens the door to better opportunities! It does not insure them. This series provides a proven success formula--showing and telling, step-by-step, how to chart the path to a brighter, more financially rewarding and personally satisfying future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide and 30 Student Books with 12 Personal Evaluation/Success Planning Charts are included.

Title STORE CORRESPONDENCE COURSE

Author _____ **Date Pub.** _____

Publisher NRMA STORE Correspondence Director, National Retail Merchants Association, 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student **Cost** \$275.00 **Length** 20 lessons

Grade Level Collegiate/Adult **Suggested Time of Use** _____

OBJECTIVES:

SUMMARY DESCRIPTION: A home study course for personnel now in the ranks with ability and motivation to perform greater responsibilities than their present position permits. Provides retail training without infringing on store time, space or executive personnel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: