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Adult Education; *Annotated Bibliographies; Curriculum Development; *Distributive Education; Educational Resources; Indexes (Locaters); *Instructional Materials; Instructional Media; Media Selection; Merchandising; National Surveys; Post Secondary Education; Secondary Education; *State of the Art Reviews; *Units of Study (Subject Fields); Vocational Education

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). (MN)
A NATIONAL STATE OF THE ART STUDY OF CURRICULUM
INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION

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Grant No. OEG-0-72-4639

Developed under a grant from the Office of Education (Department of Health, Education and Welfare), Office of Adult, Vocational and Technical Education, Division of Vocational Education, Research and Development

June 26, 1972 to December 31, 1973

VOLUME II
The project presented or reported herein was performed pursuant to a Grant from the U.S. Office of Education, Department of Health, Education, and Welfare. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Office of Education, and no official endorsement by the U.S. Office of Education should be inferred.
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**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  

**Publisher** Wadsworth Publishing Co., San Francisco, CA  

**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

**Publisher** Richard D. Irwin, Inc., 1913 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

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**Title** ANALYTICAL MARKETING

**Author** Marshall Freime and Leonard S. Simon

**Publisher** Harcourt, Brace & World, Inc., 750 Third Avenue, New York, NY 10017

**Teacher or Student Material** Student  
**Cost**  
**Length** 7/8 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  

**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**:  

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**Title**: ATTITUDE MEASUREMENT FOR MARKETING STRATEGIES  

**Author**: G. David Hughes  

**Publisher**: Scott, Foreman 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**:  

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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
Publisher: Education Test 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:

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Title BASIC MARKETING: A MANAGERIAL APPROACH
Author E. Jerome McCarthy and A. A. Brogowicz  Date Pub. 1971
Publisher Richard D. Irwin, Inc., 1618 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.


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:
THE BEGINNING OF MARKETING THOUGHT IN THE UNITED STATES

Paul D. Converse
Bureau of Business Research

The University of Texas, Austin, TX 78712

Cost $1.50 Length 89 pages

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:

BIBLIOGRAPHY FOR MARKETING, DISTRIBUTION & DISTRIBUTIVE EDUCATION 1968-71

Jerome Leventhal
Epsilon Delta Epsilon, Distributive Education Department

Temple University, 316 Seltzer Hall, Philadelphia, PA 19122

Both Cost Free Length 121 pages

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

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 Bahn                      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 judgment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: -28
### OBJECTIVES:

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

**AVAILABLE INSTRUCTOR'S SOURCE AND TESTS.**

### OBJECTIVES:

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

**AVAILABLE INSTRUCTOR'S SOURCE 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 E. Scannell
Date Pub.: 1970
Publisher: Prentice-Hall, Englewood Cliffs, New Jersey, N.J. 07632

Teacher or Student Material: Instructor
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)
**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

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**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
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 INCENTIVE / MATERIAL / TESTS:

OBJECTIVES: (1) To select from the vast body of knowledge about human behavior those concepts and variables which seem to have particular relevance to the understanding of consumer buying behavior; and (2) to illustrate the relevance and application of 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.
CRIERIA TO ASSIST USERS OF MARKETING RESEARCH

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.

DATA PROCESSING IN MARKETING

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.
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:

THE ENVIRONMENT OF MARKETING BEHAVIOR

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 Y. 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:
EXECUTIVE ACTION IN MARKETING

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:

FACTS FOR MARKETERS

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:
OBJECTIVES:

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

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

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:
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

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

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
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:

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: In addition, Study Guide and a workbook.
Title: INTRODUCTION TO MARKETING: AN ADMINISTRATIVE APPROACH

Author: John H. Darling and Harry A. Lipson

Publisher: John Wiley & Sons, New York, NY

Date Pub.: 1971

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

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

Date Pub.: 1969

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:
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:

INTRODUCTION TO MODERN MARKETING

Title: INTRODUCTION TO MODERN MARKETING
Author: Karl A. Klieing
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: Smykay 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:
LESIONS IN MARKETING FROM ABROAD

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

Teacher or Student Material: Student $20.00 Length 30 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 MATERIAL AND TEST:

MANAGEMENT PERSPECTIVES IN MARKETING

Author: Louis E. Boone

Publisher: Dickenson Publishing, 10461 Ventura Boulevard, Encino, CA 91316

Teacher or Student Material: Student 452 pages

Grade Level: Collegiate 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 MATERIAL AND TEST.

ERIC
Title ______ MANAGERIAL ANALYSIS IN MARKETING

Author ______ Frederick Sturdivant, et al ______Date Pub. ______ 1970

Publisher ______ Scott, Forestin and Co., 1930 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 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 intendeded 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 AND TESTS:

-356-
MANAGERIAL MARKETING: POLICIES AND DECISIONS

Author: Taylor Melon, 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: College
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:

MANAGING THE MARKETING FUNCTION

Author: John M. Rathwell
Date Pub.: 1969
Publisher: John Wiley & Sons, New York, NY

Teacher or Student
Cost: Length: 676 pages
Grade Level: College
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 decision is made. The coverage of the book is limited to marketing in manufacturing enterprises.

AVAILABLE INSTRUCTOR MATERIAl AND TESTS:
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:

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:
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:

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

### 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:

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### Title
MARKETING IN BUSINESS MANAGEMENT

### Author
C. McFarron 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:
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 MARKETINGalin 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:
**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

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**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

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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:

SUMMARY OBJECTIVES: Marketing cooperation are the goals of the manufacturer and the retailer who sells his products through representatives of sales. Marketing management and of National Advertising, Inc., has this important and practical question. The manufacturer, it is agreed, 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 require costly promotional campaigns. 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.
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:

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
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 INSTRUCTIONAL AIDS AND TESTS:

Title: THE MARKETING ECONOMY: AN ANALYTICAL APPROACH
Author: John E. Ferrier and Horace Berdell
Publisher: Holt, Rinehart and Winston, New York, NY
Teacher or Study - ____________ Student - ________ Cost - ________ Length - 432 pages
Grade Level - ________ Suggested Time of Use - ________

OBJECTIVES: To create an understanding of a marketing economy.

SUMMARY DESC: 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.
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:

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  
**Publisher:** U. S. Government Printing Office, Washington, DC 20402  
**Teacher or Student Material:** Both  
**Cost:** $0.15  
**Length:** 27 pages  
**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:**

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**Title:** MARKETING - AN INTEGRATED, ANALYTICAL APPROACH  
**Author:** Roy T. Shaw and Weldon J. Taylor  
**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 is 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
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

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:
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 INSTRUCTORS: M.A. AND TESTS:

OBJECTIVES:

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

AVAILABLE INSTRUCTORS: M.A. AND TESTS:
### Title
MARKETING MANAGEMENT

### Author
William M. Sullivan

### Publisher
Macmillan Co., New York, N.Y.

### Teacher or Student Material
Student Cost Length 258 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

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### Title
MARKETING MANAGEMENT SCIENCE: A SYMPHONY

### Author
William A. Clark and Donald E. Sexton

### Publisher
Richard D. Irwin, Inc., 1810 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 allows minimal previous exposure to computers and mathematics. The focus is on the application of computers and mathematics to marketing problems.

### AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
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

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.
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: NONE.

SUMMARY DESCRIPTION: An overview of the range, depth, and meaning of marketing in recent years. The titles of the 4 volumes are: Vol. I - Fundamentals of Marketing; Vol. II - Channels of Distribution; Vol. III - The Product; and Vol. IV - Planning.

AVAILABLE INSTRUCTOR MATERIALS: Teacher notes and a Flip-a-tran 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., 1816 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 system, but also an explanation of the changing environment of marketing and the responses of marketing institutions to these changes.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**:

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**Title**: MARKETING PROJECTS AND ACTIVITIES

**Author**: Kay B. Brown, J. K. Stoner and C. Henry Richter  
**Date Pub.**: 1970

**Publisher**: Cress/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 (41.17)
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 _______________________________
Author _______________________________ Jimmy G. Korninger _______________________________ Date Pub. 1972
Publisher _______________________________ D. E. Materials Lab _______________________________ 1885 Neil Avenue, 116 Townsend 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: Deals with obtaining information for both recurring and nonrecurring marketing problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title _______________________________ MARKETING RESEARCH - INFORMATION SYSTEMS AND DECISION MAKING _______________________________
Author _______________________________ Bert D. Schnerz and Kenneth P. Will _______________________________ 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:
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 AND INFORMATION SYSTEMS: TEXT AND CASES
Author Rex V. Brown, Robert D. Buzzell and Donald F. Cox Date Pub. 1969
Publisher McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material___ Student ___ Cost ___ Length 788 pages

Grade Level ___ College/Adult ___ Suggested Time of Use ___

OBJECTIVES: To provide 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 followed by extensive analysis on selected methods, techniques, and applications as presented by leading authorities in organizations throughout the business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS.
### Title: The Marketing Research Process

**Author:** Keith Cox and Pen Eris

**Publisher:** Goodyear Publishing Co., Inc.

**Date Pub.:** 1972

**Teacher or Student Material:** Student

**Cost:** $13.95

**Length:** 544 pages

**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 ($5.45)

### Title: Marketing Research - Text and Cases

**Author:** Harry McLeod and Ralph West Fall

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

**Date Pub.:** 1972

**Teacher or Student Material:** Textual Student

**Cost:** $12.95

**Length:** 828 pages

**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, pricing, and sales control.

**Available Instructor Material and Tests:** Teacher's Manual
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: Develop an understanding of accepted tools, plans, and procedures in marketing, sales promotion, and advertising. In addition to promoting creative thinking, the text promotes practice.

SUMMARY: The influence of market trends and changes on the marketing system is discussed. This text considers the principles, solutions, and future direction of marketing.
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:

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.
MARKETING AND TRADE ASSOCIATIONS RELATED TO DISTRIBUTIVE EDUCATION

Author: Bob Burk
Publisher: D. E. Materials Lab, 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

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:

MARKETS AND MARKETING - AN ORIENTATION

Author: Lee E. Preston
Publisher: Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

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.
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:
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 STRATEGY
Author Edited by Edward C. Bursk and John F. Chapman Date Pub. 1964
Publisher The New American Library, Inc.
Teacher or Student Material Student Cost $1.25 Length 360 pages
Grade Level Collegiate Suggested Time of Use

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:
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:

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:
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:

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
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 TEXTS:

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.
Title: Principles of Marketing
Author: Martin Zober
Publisher: Allyn and Bacon, Boston, MA
Teacher or Student Material: Student
Cost: $0.89
Length: 626 pages
Grade Level: Co.
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
Publisher: Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material: Student
Cost: $1.89
Length: 124 pages
Grade Level: Co.
Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: Develops job skills and knowledge that are important to the vast 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)
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:

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)
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:

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:
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:

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:
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:

READEINGS IN PHYSICAL DISTRIBUTION

Title 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:
OBJECTIVES: 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:

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:
<table>
<thead>
<tr>
<th>Title</th>
<th>STRATEGIC MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>R. D. Blackwell, D. T. Kollat and J. F. Robeson</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1972</td>
</tr>
<tr>
<td>Publisher</td>
<td>Holt, Rinehart &amp; Winston, New York, NY</td>
</tr>
</tbody>
</table>

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:**

<table>
<thead>
<tr>
<th>Title</th>
<th>SYSTEMS ANALYSIS FOR MARKETING PLANNING AND CONTROL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Stanley F. Stasch</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1971</td>
</tr>
<tr>
<td>Publisher</td>
<td>Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025</td>
</tr>
</tbody>
</table>

Teacher or Student Material | Student | Cost | 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
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:

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:
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 TEXTS: Key ($1.20), Workbook ($2.40)

OBJECTIVES:

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

Author: National Retail Merchants Association

Date Pub.: 1970

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 Stores 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 AMERICAN'S RETAIL LANDSCAPE

Author: Eileen Scholtz
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 Sider

Publisher: Penguin Books, Inc., 7110 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
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:

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 Mark downs to Achieve a Mark-on; Evaluation of the Sources of Supply; Reducing Losses Through Employee Reminders; Effect of Markdown on Shrinkage or Shortage; and Mark downs 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: Teachers Manual
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:

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:
AN 1968 PUBLICATION OF RETAILING'S FUTURE

Title __________________________ Date Pub. 1968

Author National Retail Merchants Association

Publisher 12 West 29 Street, New York, NY 10001

Teacher or Student: Teacher/Student Cost $3.00 Length 64 pages

Grade Level ___________ Suggested Time of Use ___________

OBJECTIVES:

SUMMARY DESCRIPTION: For retail's future economic patterns as seen through the eyes of a Department of Commerce representative, investment counsellor, a banker, site location expert and executive.

AVAILABLE IN: ________________

TITLE: ________________

Author __________________________ Date Pub. 1966

Publisher ________________ 12 West 29 Street, New York, NY 10001

Teacher or Student: Teacher/Student Cost _______ Length 591 pages

Grade Level ___________ Suggested Time of Use ________

OBJECTIVES: (1) To prepare persons to meet and to understand company objectives and the executive decision processes under conditions of uncertainty.

(2) To gain a better understanding of the administrative processes, executive action within the firm, and buyer behavior in the market.

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 retail business environment.

AVAILABLE IN: ___________________________
FACTS ABOUT DEPARTMENT STORES

Author: Helen Mulhern
National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student
Cost: $1.50
Length: 40 pages

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:

FOR GRACIOUS GIVING

Author: Harold G. Cole

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

Teacher or Student Material: Student
Cost: $4.95
Length: 120 pages

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:
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:

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:
OBJECTIVES:

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

AVAILABLE AT:

objective:

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

AVAILABLE AT:
Title: HOw DECISIONS ARE MADE

Author: National Retail Merchants Association

Publisher: 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 memory, buyer skills, 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: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student  Cost $2.80  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 rules to keep with fashion. Notes price is not a primary factor in determining accessibility to style.
Title: HOW TO WRITE BETTER RETAIL ADVERTISING COPY

Author: National Retail Merchants Association

Publisher: 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: 

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 role of the supervisor, supervisor-employee relationships, customer relationships and human relations problem solving.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
<table>
<thead>
<tr>
<th>Title</th>
<th>THE INDEPENDENT RETAILER AND THE SHOPPING CENTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>National Retail Merchants Association Date Pub. 1968</td>
</tr>
<tr>
<td>Publisher</td>
<td>100 West 31 Street, New York, NY 10001</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student Cost $20.00 Length 176 pages</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Collegiate/Adult Suggested Time of Use</td>
</tr>
</tbody>
</table>

**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:**

<table>
<thead>
<tr>
<th>Title</th>
<th>IN-STORE SECURITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Prepared by Communications &amp; Training Division Date Pub.</td>
</tr>
<tr>
<td>Publisher</td>
<td>Independent Grocers' Alliance, Chicago, IL</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student Cost Length 15 pages</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Secondary/Collegiate/Adult Suggested Time of Use</td>
</tr>
</tbody>
</table>

**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 yearly 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 L. B. Bernbach
Date Pub.: 1968
Publisher: National Retail Merchants Association

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: D. E. Materials Lab
Date Pub.: 1972
Publisher: 1585 Neil venue, 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 increase employee productivity.

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

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title ____________________________________________ Date Pub. ______________

Author ___________________________________________ Date Pub. ______________

Publisher ________________________________________ New York, NY 1001

Teacher or Student ___________ Student ______ __________ Student ______ Cost $35.00 Length 35mm slides

Grade Level ___________ ____________________________ Suggested Time of Use ____________

OBJECTIVES:

SUMMARY DESCRIPTION: An analysis of merchandising together with assignment sheets designed for group instruction. Covering the related information taught in preparatory distribution instruction programs.

AVAILABLE INSTRUCTOR'S MANUAL

Instructor's Manual
Title: MISSION: LOSS PREVENTION

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student Cost $325.00 Length 25 minutes

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

Teacher or Student Material: Student Cost $370.00 Length 191 minutes

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: L. 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:

THE NATURE AND CHARACTERISTICS OF MIDDLE MANAGEMENT IN RETAIL DEPARTMENT STORES

Title: THE NATURE AND CHARACTERISTICS OF MIDDLE MANAGEMENT IN RETAIL DEPARTMENT STORES

Author: Harland - 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: National Retail Merchants Association

Date Pub.: 

Publisher: 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 glossary

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
TITLE: PEOPLE, PROFITS, PLACES - A MONOGRAPH FOR RETAILING

AUTHOR: Homer Hoyt

PUBLISHER: National Retail Merchants Association

DATE PUB.: 1969

TEACHER OR STUDENT MATERIAL: STUDENT

COST: $5.00 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 NOTES:

TITLE: PICKETING - A COMPLEX PROBLEM FOR RETAILING

AUTHOR: Louis Jackser

PUBLISHER: National Retail Merchants Association

DATE PUB.: 1969

TEACHER OR STUDENT MATERIAL: STUDENT

COST: $5.00 LENGTH: 12 PAGES

GRADE LEVEL: COLLEGIATE/ADULT

SUGGESTED TIME OF USE:

OBJECTIVES:

SUMMARY DESCRIPTION: Explain in a simple form and in the language of the retailer, the various forms of picketing, the things that a retailer should take when confronted by them and the pitfalls to which one could not run afoul of the law.

AVAILABLE INSTRUCTOR MATERIAL AND NOTES:

ERIC
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:

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: Vocational Instructional Material Laboratory

Publisher: 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 AN: COST ANALYSIS

Author: 

Publisher: Teaching Systems Corp., 34 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: 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:
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.

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:
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:

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.
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:

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:
OBJECTIVES:

SUMMARY DESCRIPTION: Business activities are divided into three major areas: goods and service, sales and production, and communication. However, all of the management problems encountered in these areas are related to the firm's external environment and to the consumer.

AVAILABLE INSTRUCTIONAL AIDS:

SUMMARY DESCRIPTION: Business activities at all phases of retailing such as: financing, buying, selling, pricing, and advertising, stock organization, advertising, and government regulation.
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:

SUMMARY DESCRIPTION: Describes the various aspects of store organization, identification 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 | 135 slides
Cost | $220.00
Length | 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
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:
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 19th 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: 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.

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: Elizabeth Heldreder
Small Business Administration


Teacher or Student Material: Adult

Grade Level: Adult

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 TOOLS:

Title: RETAILING

Author: Elizabeth Heldreder


Teacher or Student Material: Adult

Grade Level: Adult

OBJECTIVES:

SUMMARY DESCRIPTION: This booklet lists the latest government and nongovernmental publications that should be available in any current assortment of small retailing businesses to plan, organize, direct, coordinate, and control their business.

AVAILABLE INSTRUCTOR MATERIAL AND TOOLS:
**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**
National Retail Merchants Association

**Date Pub.**
1969

**Publisher**
100 West 34 Street, New York, NY 10001

**Teacher or Student Material**
Student

**Cost**

**Length**
163 pages

**Grade Level**
College/Adult

**Suggested Time of Use**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:**
A volume on international retailing, covering topics such as management planning for LCP, 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 profit margin mass merchandising. Each topic is broken down into sub-categories and reported on by a successful international retailer.

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

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

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:
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:
OBJECTIVES:

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

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS: Discussion Leader's Manual

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.
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 _____________________________
Author ___________________________ Date Pub. __________
Publisher ____________________________

Teacher or Student Material Student Cost Free Length __________
Grade Level __________ 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: 
STOP THE SHOPLIFTER

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:

STOP THE SHORT CHANGE ARTIST

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:
STORE CHOICE - A CASE STUDY OF CONSUMER DECISION MAKING

H. Lawrence Isaacson
National Retail Merchants Association

100 West 31 Street, New York, NY 10001

1966

Student

$3.00

83 pages

College/Adult

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 INCLUDES:

STORE SECURITY: CHECK CASHING PROCEDURES & CASH HANDLING CONTROL

Dean A. Hawley
D. E. Materials Lab

1865 Neil Avenue, 115 Townsend Hall, Columbus, OH 43210

Teacher or Student Material: Teacher

$3.00

64 pages

Secondary/College/Adult

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 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 INCLUDES:

Handouts and transparency masters are included.
INTERNAL SHRINKAGE CONTROL

Date Pub. 1973

Teacher Neil Ave, 117 Townsend Hall, Columbus, OH 43210

Student Material Teacher Cost $3.00 Length 100 pages

Level Secondary/College/Adult Suggested Time of Use ten 1½-hour sessions

The student should be able to: define and explain what internal shrinkage is such a big problem; discuss the reasons why internal shrinkage is such a big problem; discuss the reasons why internal shrinkage is such a big problem; list other areas of short-term shrinkage and understand the relationship between the three; and define and explain what internal shrinkage is such a big problem; discuss the reasons why internal shrinkage is such a big problem; list other areas of short-term shrinkage and understand the relationship between the three.

A ten-session training plan to alert managers to the problem within the retail store.

MATERIALS AND TESTS: Transparency masters, handouts, student activities are included.

SHOPLIFTING

Date Pub. 1973

Teacher Neil Ave, 117 Townsend Hall, Columbus, OH 43210

Student Material Teacher Cost $3.00 Length 58 pages

Level Secondary/College/Adult Suggested Time of Use

The student should be able to: identify the nature of the shoplifters, their psychological motives emerging in our society, and the various psychological motives emerging in our society; identify the major factors that contribute to shoplifting; and to identify the methods used by shoplifters, their psychological motives, and how to protect a business against them.

MATERIALS AND TESTS: handmade, case studies, tests and...
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 INSTRUCT. MATERIAL AND TESTS: Commentary and discussion questions are included.

Title
STORES, THE RETAIL MANAGEMENT MAGAZINE

Author
National Retail Merchants Association

Date Pub. Monthly

Publisher
100 West 31 Street, New York, NY 10001

Teacher or Student Material  Student  Cost $10.00  Length
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 INSTRUCT. MATERIAL AND TESTS:
SUMMARY OF Ti: A history of the growth of the world's largest general merchandise retailer. Discusses its successful methods of promotion, labor relations, retail, advertising, display, and telephone sales.

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SUMMARY OF Ti: A history of the growth of the world's largest general merchandise retailer. Discusses its successful methods of promotion, labor relations, retail, advertising, display, and telephone sales.
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:

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 DON'T SHOPLIFTING IS STEALING

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student: 4... Student... Cost: 5.00 Length: 8 pages

Grade Level: Secondary/College/Adult. Suggested Time of Use:

OBJECTIVES:

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

AVAILABLE MATERIAL FOR TESTS: Two anti-Teenage Shoplifting Posters available for display in conjunction with the distribution of the pamphlet. ($ .75 each)

Title: TERMS OF SALE

Author: Teaching Systems Corp., 334 Boylston Street, Boston, MA

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

Teacher or Student: 4... Student... Cost: 176 pages

Grade Level: Secondary/College/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 chain's terms.

AVAILABLE MATERIAL:
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.

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.
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:

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:
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:

OBJECTIVES:

SUMMARY DESCRIPTION: A series of posters showing the shoplifter at work.
Title: WATCH OUT FOR THAT THIEF

Author: National Retail Merchants Association

Publisher: 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

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

Teacher or Student Material: Both

Cost: 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:
Title: APPLIANCE SALES TRAINING KIT

Author: Instructional Materials Services

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Date Pub: 1970

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: Classroom World Productions, Order from Associate, Educational

Publisher: Materials Company, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material: Student

Cost: $23.50

Length: 4 audio lessons

Grade Level: Secondary/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 power 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**: 

**Publisher**: Fairchild Publication, Inc., 7 East 12 Street, New York, NY 10003

**Teacher or Student Material**: Student  

**Cost**: $27.00  

**Length**: 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

**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: Bevin Enterprises, P. O. Box 85, Moraga, CA 94556

Date Pub.:

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

Teacher or Student Material: 60 slides or 60 transparencies

Student: Cost Length

Grade Level: Secondary/College/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: National Retail Merchants Association

Date Pub.:

Publisher: 100 West 31 Street, New York, NY 10011

Teacher or Student Material: 3 films for series

Student: Cost Length

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

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 therefore's of developing a good sales closing.
BULLETIN BOARDS: SALESMAN'S APPEARANCE

Author: Cathy Ashmore  Date Pub.: 1971
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:

CARE AND FEEDING OF CUSTOMERS

Author: 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 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:
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 with 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 mechanisms of operations, a typical check-out stand and cash register are examined, as well as how to handle specific customer and register errors and adjustments.

AVAILABLE INSTRUCTOR MATERIALS: * PRACTICE EXERCISES
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: Classroom World Productions

Date Pub.: Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Publisher: Classroom World Productions

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:
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)

OBJECTIVES: To improve sales results by improving communications—how to do it. Roadblocks to better communications—overcoming them. Eliminating unnecessary words and phrases. Influencing people to act the way you want. Overcoming "people problems".
Title: COMPETING FOR THE MODERN SHOPPER

Author

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

Teacher or Student Material: Student  Cost: $60.00  Length: 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: The Center for Cassette Studies, Inc.

Publisher: 8110 Webb Avenue, North Hollywood, CA 91605

Teacher or Student Material: Student  Cost: $12.95  Length: 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:
OBJECTIVES:


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

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

OBJECTIVES:

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

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
THE D-I-C METHOD OF SELLING

AUTHOR
Classroom World Productions, Order from Associated Educational

PUBLISHER
Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

TEACHER OR STUDENT MATERIAL
Student Cost $5.95 Length 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:

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DARTNEILL SALES AND MARKETING SERVICE

AUTHOR

PUBLISHER
Dartnell, 444 Devonwood Avenue, Chicago, IL 60640

TEACHER OR STUDENT MATERIAL

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: NON-TEXTILES

**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)

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**Title:** FACTS ABOUT MERCHANDISE

**Author:** William B. Logan and Helen K. 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

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  FSC Sales Education, The National Cash Register Company

Publisher  FSC Education Center - Sales 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 outline 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 salesperson in this relatively new retail environment. Also discussed are handy tips on self-service selling as well as the key point to intentionally practiced by the salesperson in a mass-merchandising store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS
JINGLE BELL PRE-CHRISTMAS TRAINING

R. James Rich, Jr.

D. E. Materials Lab

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

Teacher or Student Material Teacher   Cost $2.00   Length 62 pages

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:

KNOW YOUR MERCHANDISE

I. A. Wingate, K. R. Gillespie and B. C. Addison

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:** 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 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:**

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**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:**
MAKING SUGGESTIONS TO INCREASE SALES

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.

MODERN APPLIED SALESMAINSHP

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.
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
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.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: THE MONTGOMERY WARD PRE-CHRISTMAS TRAINING MANUAL

Author: Fred Palcho and John D. Mattingly  Date Pub. 1969
Publisher: 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
Publisher: 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:
**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:**

**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.
OBJECTIVES:

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

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

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

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

Teacher or Student Material: Student Cost $74.00 Length 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: Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

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 lessons

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

OBJECTIVES:

SUMMARY DESCRIPTION: The importance of words and ideas in 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

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 SALESMAHSHIP

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 sen.

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:
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:

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 prospect's wants and preferences; selecting the appropriate merchandise; and presenting it effectively.
Title: PROSPECT ANALYSIS NO. 1

Author: Classroom World Productions, Order from Associated Educational

Publisher: Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material: Student 4 audio

Cost: $23.50 Length: 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: Classroom World Productions, Order from Associated Educational

Publisher: Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material: Student 4 audio

Cost: $23.50 Length: 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 SALESMA NSHIP

Author: F. E. Hartzler

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: Soile 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, stockkeeping, completing sales slips, cashiering, wrapping, and maintaining a work station.

AVAILABLE INSTRUCTIONS 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 M. Haas and Enoa C. Perry

Publisher: Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material: Student Cost $6.61 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.

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. Revers

Date Pub.: 

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

Teacher or Student Material: Student

Cost: $112.00

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 E. Smith  
**Publisher**: Meredith Corp., 140 Park Avenue, South, New York, NY 10016  
**Date Pub.**: 1969  
**Appleton-Century-Crofts**  
**Teacher or Student Material**: Student  
**Grade Level**: Collegiate  
**Suggested Time of Use**: 1 sem.  
**Cost**:  
**Length**: 558 pages

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**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.

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**Title**: THE SALE THAT TURNED THE TIDE  
**Author**: Classroom World Productions, Order from Associated Educational Materials Company, Inc., Glenwood at Hillsborough Street, Raleigh, NC  
**Publisher**: Classroom World Productions, Order from Associated Educational Materials Company, Inc., Glenwood at Hillsborough Street, Raleigh, NC  
**Filmstrip**:  
**Teacher or Student Material**: Student  
**Cost**: $37.50  
**Length**: 1 filmstrip  
**Suggested Time of Use**:  

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**OBJECTIVES:**

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

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**AVAILABLE INSTRUCT. MATERIAL. AND TESTS:**
OBJECTIVES:

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

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ______________________ Date Pub. ______
Publisher ____________________________ ________________
Teacher or Student Material _______ Cost ______ Length ______
Grade Level ________ 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 MATERIAL AND TESTS: Student syllabus ($5.25)
**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** SALESMA NSHIP

**Author** H. R. Chesire

**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 flip; opening the sale; and overcoming objectives.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
**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).

**Summary Description:** A conceptually oriented treatment in depth of the dynamics of the selling-buying process.
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:

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)
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:

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.
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 SALESMAHSHIP

Author

Date Pub.

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

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Teacher or Student Material: Student

Cost $75.00

Length 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:
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:

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.
Title: SELLING: A BEHAVIORAL SCIENCE APPROACH
Author: Joseph W. Thompson
Publisher: Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Objective: (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
Publisher: Olcott Forward, Inc., Pleasantville, NY 10570

Objective: 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
SELLING INSIDE THE OFFICE PRODUCTS STORE

Title: SELLING INSIDE THE OFFICE PRODUCTS STORE
Author: Homer Smith
Publisher: National Office Products Association
Date Pub.: 1972
1500 Wilson Boulevard, Arlington, VA 22209

Teacher or Student Material: Student
Cost: $25.00
Length: 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

SELLING BY MAIL ORDER

Title: SELLING BY MAIL ORDER
Author: Richard L. Millican
Publisher: U. S. Government Printing Office, Washington, DC 20402
Date Pub.: 1965

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

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 ___________________________ 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 ___________________________ $127.50

Length ___________________________ 12 sound filmstrips

silent $60.00/ Audio w/o filmstrip

Grade Level ___________________________ Secondary/Adult

Suggested Time of Use ___________________________ $10.95

Suggested Time of Use ___________________________ 

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.

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: 

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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 SALESMAHIP

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:
SUCCESSFUL SALES MANAGING

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.

THE SUCCESSFUL SALESMAN

OBJECTIVES:

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

Teacher or Student Material: Student  Cost $60.00  Length 31 minutes

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.

TAKE A GOOD LOOK

Author: National Retail Merchants Association

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)
**TEN STEPS OF A PLANNED SALES PRESENTATION**

**Author**
D. E. Materials Lab

**Publisher**
1705 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

**Teacher or Student Material**
Cost $2.95 Length 33 RPM record

**Objectives:**

**Summary Description:** Presents 10 selling tips to motivate sales trainees.

**Available Instructor Material and Tests:** Script booklet.

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**TEXTBOOK OF SALESMANSHIP**

**Author**
F. H. Beach, R. H. Buskirk and F. A. Russell

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

**Teacher or Student Material**
Cost Length 596 pages

**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:**
THE THREE KEYS

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:

TOP DOG

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
Small Business Administration

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

Date Pub.: 1966

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

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

Date Pub.: 1966

Teacher or Student Material: Student
Cost: $26.50
Length: 6 sound filmstrips

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.

WHAT IT TAKES TO MAKE 'EM BUY

Title: WHAT IT TAKES TO MAKE 'EM BUY
Author: Classroom World Productions, Order from Associated Educational
Publisher: Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material: 4 audio
Student Coat: $23.50
Length: 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:

THE WINNING WORDS OF WILBUR POE

Title: THE WINNING WORDS OF WILBUR POE
Author: Classroom World Productions, Order from Associated Educational
Publisher: Glenwood at Hillsborough Street, Raleigh, NC
Teacher or Student Material: 6 sound
Student Coat: $257.00
Length: 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.
**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:**

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**Title:** YOU ARE THE PUBLIC RELATIONS EXPERT IN YOUR STORE  
**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  
**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

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student  Cost $60.00 Length 10½ minutes

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

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student  Cost $.15 Length 24 pages

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:
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:
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: Instructional Materials Services

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Date Pub.: 1972

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: Instructional Materials Services

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Date Pub.: 1969

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:** Instructional Materials Services

**Date Pub.:** 1966

**Publisher:** 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:**

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**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: Instructional Materials Services  Date: Pub. 1966

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 merchandising, selling, advertising, merchandising, and management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

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Title: LUMBER AND BUILDING MATERIALS

Author: Instructional Materials Services  Date: Pub. 1968

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 DE students perform in this field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
PLUMBING, HEATING AND AIR CONDITIONING

Title: PLUMBING, HEATING AND AIR CONDITIONING
Author: Donald L. Weast
Publisher: U. S. Government Printing Office, Washington, DC 20402
Date Pub.: 1964

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
Publisher: Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Date Pub.: 1971

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)
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**

Scott Paper Co., Classroom Service Dept., Modern Talking

**Publisher**

Picture Service, 1212 Avenue of the Americas, New York, NY 10036

**Teacher or Student Material**

Student

**Cost**

**Length**

10 minutes

**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:**

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**Title**

BEFORE YOU BUY...WHAT YOU SHOULD KNOW ABOUT UPHOLSTERY FABRICS

**Author**

Textile Fibers Dept.

**Publisher**

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

**Publisher**: 1 West 31st St., New York, NY 10001

**Teacher or Student Material**: Student  Cost $6.00  Length 161 pages

**Grade Level**: Secondary/Intermediate/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**:  

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**Title**: COLOR IN HOME FURNISHING

**Author**: Educational & Consumer Relations

**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/College/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
COLOR NEWSREEL

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: Free

Length: 28 minutes

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:

CREATIVE FURNITURE ARRANGEMENTS

Broyhill Furniture Factories, Lenoir, NC 28645

Teacher or Student Material: Student

Cost: Free

Length: Folder

OBJECTIVES:


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title       DECORATING KIT

Author
Date Pub.

Publisher    Tell City Chair Co., Tell City, IN

Teacher or Student Material    Teacher    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 Homes: 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.

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.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Incl.: a set of color slides, narration script, program guide, and booklets.
FAIRCHILD'S DICTIONARY OF HOME FURNISHINGS

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
Vol. I 300 pages
Vol. II 250 pages

Teacher or Student Material: Both
Cost: $15.00
Length: per volume

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:

FASHIONS FOR THE BEAUTIFUL BELLEHOM

Title: FASHIONS FOR THE BEAUTIFUL BELLEHOM
Author: Education Dept.
Date Pub.:
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:
FASHIONS FOR FLOORS

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:

FINE HARDWOODS MAKE FINE FURNITURE

SUMMARY DESCRIPTION: The history of furniture and samples of hardwood.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Includes 3/4 color slides, script, and a spiral-bound booklet.
OBJECTIVES:

SUMMARY DESCRIPTION: On the physical properties of hardwoods, tells how modern technology changes hardwood into new forms and offers a selective guide with definitions of terms and colored with hardwoods.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Twenty samples of rare woods, 6 by 10 inches, also available for $7.50.

OBJECTIVES:

SUMMARY DESCRIPTION: A dull, or light-colored scheme for walls, trim, and accent colors in a room.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Compiles 275 examples of chests, commodes, dressers, low-boys, nightboys, 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 INSTRUCTION MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Furniture styles, materials, quality and construction.
Title: FURNITURE RETAILING

Author: J. Wade Rice

Publisher: U. S. Government Printing Office, Washington, DC 20402

Teaching 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. McElroy

Publisher: U. S. Government Printing Office, Washington, DC 20402

Teaching or Student: Both

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:
OBJECTIVES:

SUMMARY DESCRIPTION: Discuss how Avisco fibers can be used in home settings and how it can be used to make a room look interesting. Describes different styles of furniture and suggests a variety of ideas for making a room interesting.

AVAILABLE INSTRUCTION MATERIALS AND TESTS:

SUMMARY DESCRIPTION: Discuss the use of Avisco fibers in home settings.
**Title**  
HOME FURNISHINGS SALES TRAINING KIT

**Author**  
Instructional Materials Services

**Publisher**  
Division of Extension, The University of Texas, Austin, TX 78712

**Teacher or Student Material**  
Student  
**Cost**  
Free  
**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

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<table>
<thead>
<tr>
<th>Title</th>
<th>HOW TO BUY SHEETS &amp; PILLOW CASES</th>
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<tbody>
<tr>
<td><strong>Author</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>Consumer Buying Series, 1301 Avenue of the Americas, New York, NY 10036</td>
</tr>
<tr>
<td><strong>Teacher or Student Material</strong></td>
<td>Student</td>
</tr>
<tr>
<td><strong>Grade Level</strong></td>
<td>Secondary/Adult</td>
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<tr>
<td><strong>Suggested Time of Use</strong></td>
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**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:**
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:

OBJECTIVES: 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 youth 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.

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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:

SUMMARY DESCRIPTION: Contains the latest product, recognizing and marketing information and a growing number of pointers for successful salesmanship; the art of "high-end" selling against discount items, home selling, mining customer confidence.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
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 shape in interiors, design problems, relating to period and antique styles, and history of furniture design.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title_________________ Date Pub.____

Author_________________ __________________________

Publisher_________________ __________________________

Teacher or Student Material_______ Cost____ Free____ Length____ 6 pages____

Grade Level_______ 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: 
**LET'S TALK ABOUT CARPETS**

**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:**

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**LIVE IN COLOR**

**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: Plumbing and Heating Division

Publisher: American Standard, 40 West 40 Street, New York, NY 10120

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, countertops, curtains, and towels.

AVAILABLE INSTRUCTION MATERIAL AND TESTS:

Title: NEW ROOMS FOR OLD

Author: Colmane Filters Co.

Publisher: Consumer Relations, 505 Fifth Avenue, New York, NY 10036

Teacher or Student Material: Teacher  Cost: Free  Length: slides

Grade Level: Secondary/Adult  Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A teacher's manual and color slide programs on home furnishings.

AVAILABLE INSTRUCTION MATERIAL AND TESTS
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:

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:
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: RUGS AND CARPETING, FACTS YOU SHOULD KNOW

AUTHOR: Contact your local Better Business Bureau

PUBLISHER: Contact your local Better Business Bureau

TEACHER OR STUDENT MATERIAL: Student

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 equipment, merchandising management of the selling and servicing aspects rather than those of equipment development.

AVAILABLE INSTRUCTION MATERIAL AND TESTS:

TITLE: SELLING AND SERVICING HOUSEHOLD APPLIANCES AND RADIO-TV

AUTHOR: Small Business Administration


TEACHER OR STUDENT MATERIAL: Both

COST: Free

LENGTH: 11 pages

GRADE LEVEL: Secondary/Adult

SUGGESTED TIME OF USE:

OBJECTIVES:
**THE SENG DECORULE**

**SUMMARY DESCRIPTION:** A guide to furniture periods that charts the wood, related furniture styles, wall and floor coverings and fabrics for period rooms.

**SENG FURNITURE FACTS**

**SUMMARY DESCRIPTION:** Illustrates a history of furniture design and function, and explains details of construction, upholstering, 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.
Title: WONDERFUL WORLD OF HARDWOODS

Author: Fine Hardwoods Association, Hardwood Plywood Manufacturers Assn.

Publisher: Modern Talking Picture Service, 1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material: Student

Length: 13 1/2 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:
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

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 ($4.25)

Title BE OUR GUEST

Author Edited by John O. Perreault

Publisher Education Institute of the American Hotel-Motel Association

Teacher or Student Material Student Cost Length 50 pages

Grade Level Secondary/Collegiate/Adult

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 BELLE N. L. - TV-VAE-MPSSADAH

Author: Thompson-Mitchell & Associates

Publisher: 29th 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 DICTIONARY

Author: Thomas & Company

Publisher: Hotel Association of New York, 11 West 51 Street, New York, NY

Teacher or Student Material: Serial Student Cost: Length: 74 pages

Grade Level: Secondary/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 auditor and the purchasing agent.
OBJECTIVES: 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 ($3.25)

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.
OBJECTIVES:

SUMMARY DESCRIPTION: This talk 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 ($3.25)

Title  HOSPITALITY INDUSTRY COOPERATIVE TRAINING

Author  Seymour Herstein

Publisher  ITT Educational Publishing, 4200 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material  Student  Cost  $6.95  Length  192 pages

Grade Level  Secondary/College/Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This is a text-worktext in which students read about and record their own observations about actual hotel, motel and restaurant operation through a work-cooperative program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)
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 set of four progress tests is given, as well as practice problems with answers, and instructions for a final examination.

OBJECTIVES:

SUMMARY DESCRIPTION: Divided into four 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 dictionary of terms, laws and regulations affecting the industry.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS: A set of four progress tests is given, as well as practice problems with answers, and instructions for a final examination.
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:

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: 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: 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 procedures 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/College/adult

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is designed to equip the student with a strong basic knowledge of fast transit travel and the growing concepts of hotels and the many new resorts.
**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:**

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**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:**
MOTELS

Howard Morgan

Small Business Administration


Both Cost Free Length 8 pages

Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: 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.

ROOM CARE FOR HOTELS AND MOTELS

Bruce H. Axler

Illinois Educational Publishing, 430 West 67th St., Indianopolis, IN 46206

Student Length 96 pages

Secondary/College/Adult Suggested Time of Use

OBJECTIVES:

Title: THE ROOM CLERK - "I LIKE PEOPLE"

Author: Thompson-Mitchell & Associates

Publisher: 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Complete program

Teacher or Student Material: Student

Cost: $50.00 Length

Spanish edition: $60.00

Grade Level: Secondary/Adult

Suggested Time of Use: 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. Ayer

Publisher: ITT Educational Publishing, 4750 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student

Cost: $6.95 Length: 260 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 procedures are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00), and Student's Workbook ($3.38)
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:

SUMMARY DESCRIPTION: A manual of financial statements to assist owners and operators of motels, small hotels, and cooler restaurants.
UNIFORM SYSTEM OF ACCOUNTS FOR HOTELS

Title

Date Pub. 1961

Author

Hotel Association of New York, 141 West 51 Street, New York, NY 10019

Publisher

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 smaller, including European plan, American plan, apartment and resort types.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

YOUR HOTEL AND ITS ECONOMY

Title

Author

Robert W. McIntosh

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.
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.
HOW TO SELL AND MARKET INDUSTRIAL PRODUCTS

Wilbert H. Steinkamp

Chilton Book Company, 401 Walnut Street, Philadelphia, PA 19106

Student

Student

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 sale, or 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:

INDUSTRIAL MARKETING

H. Robert Dodre

Greene/McGraw-Hill Book Company, Hightstown, NJ 08520

Student

Student

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 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.
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:

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:
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:
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.
DECADE OF DECISION

SUMMARY DESCRIPTION: Discusses life and health insurance.

A FAMILY GUIDE TO PROPERTY AND LIABILITY INSURANCE

SUMMARY DESCRIPTION: A non-technical presentation of home and car insurance.
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/College 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: Classroom World Productions, Order from Associated Educational

Publisher: Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material: Student Cost: $79.00 Length: ______

Grade Level: College/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 Institute of Life Insurance, 277 Park Avenue, New York, NY 10017

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/College/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A catalog listing of books currently available on life insurance and closely related subjects.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title LIFE INSURANCE—WHAT IT MEANS AND HOW IT WORKS

Author

Date Pub.

Publisher 1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Teacher 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 INSTRUCTIONAL MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: The first unit of study discusses the ways in which life insurance protects against the two hazards of a) dying too soon and b) living too long. The next five 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

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

Publisher: D. E. Materials Lab

Date Pub.: 1971

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: Vocational Instructional Materials Laboratory

Publisher: Lindsey Hopkins Educational Center, Miami, FL

Date Pub.: 1961

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.
Title: EXPORT MARKETING FOR SMALLER FIRMS

Author: The International Marketing Institute
Small Business Administration
Publisher: U. S. Government Printing Office, Washington, DC 20402
Date Pub.: 1966

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 E. Zenoff
Publisher: Macmillan Co., 66 Third Avenue, New York, NY 10003
Date Pub.: 1971

OBJECTIVES: Explore 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 scene. 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:
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

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
OBJECTIVES: 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 analyses 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:

SUMMARY DESCRIPTION: This book is an initial effort to focus on comparative marketing as a whole, rather than on individual segments. Discusses domestic marketing systems in various parts of the world.
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 ____________ Frank M. Ross
Publisher ____________ Prentice-Hall, Inc., Englewood Cliffs, NJ
Teacher or Student Material ___________________________ Cost ____________ Length ____________
Grade Level ____________________________ Suggested Time of Use ____________

OBJECTIVES:

SUMMARY DESCRIPTION: Examines 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 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.________________
Classroom World Productions, Order from Associated Educational
PublisherMaterials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material____Student____Cost $187.50 Length 5 filmstrips
Audio w/o filmstrips $25.00
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.________________
Thompson-Mitchell & Associates
Publisher2906 Grandview Avenue, N.E., Roberta Building, Atlanta, GA 30305

Teacher or Student Material____Student____Cost $150.00 Length 6 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; and 5) Seven Keys to Fabric Service.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: 230 539
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:

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.
REAL ESTATE AND INSURANCE


Small Business Administration


Teacher or Student Material: Both
Cost: Free
Length: 16 pages

Grade Level: Adult
Suggested Time of Use: 36 hours

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:

REAL ESTATE LAW - INSTRUMENTS AND DOCUMENTS

Author: Vocational Instructional Material Library

Publisher: Lindsey Hopkins Vocational Center, Miami, Fl

Teacher or Student Material: Both
Cost: Free
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.
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

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.
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:

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:
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:

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:
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:
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.
OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the new field of containerization in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

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 ISSUES & CONCERNS

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: Text

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, TRAFFIC AND TRANSPORTATION

Author: Tyler and Erenthal

Date Pub.: 1970

Publisher: Gress/McGraw-Hill Book Company, New York, N.Y. 10020

Teacher or Student Material: Text - Textbook

Cost: $5.75

Length: 299 pages

Grade Level: Secondary/Adult

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focus on 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 ($1.50), and Tests ($0.72)
A MINI TRAFFIC COURSE

Dorothy E. Geiss
National Retail Merchants Association
100 West 31 Street, New York, NY 10001

1969

Both

Cost $6.50

22 pages

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:

MODERN TECHNIQUES IN MATERIALS HANDLING

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

1966

Student

Cost $4.50

74 pages

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:
OBJECTIVES:

SUMMARY DESCRIPTION: Describes how ADL can be of value to businesses during changing conditions in the market and during other economic factors.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

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 consumers organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: PHYSICAL DISTRIBUTION MANAGEMENT

Author: D. J. Bowersox, B. J. Lalonde, and E. V. Smykay Date Pub. 1968

Publisher: Macmillan Co., New York, NY

Teacher or Student Material: Student Cost ___ Length ___ pages

Grade Level: College 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

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 ACTIVATION MANAGEMENT

Author: B. D. Pasteck

Date Pub.: 1971

Publisher: American Society of Traffic and Transportation, Inc.

Teacher or Student Material: Yes

Length: 50 pages

Grade Level: College

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This text is designed to contribute to the field of traffic, transportation, and related areas. It includes a bibliography and sample questions and answers for the professional examination, the certificate examination, and the professional "AST & T."

AVAILABLE INSTRUMENTS:

Title: "Traffic Management"

Author: J. D. Pasteck

Date Pub.: 1971

Publisher: American Society of Traffic and Transportation, Inc.

Teacher or Student Material: Yes

Length: 50 pages

Grade Level: College

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This text is designed to contribute to the field of transportation law and regulations. It includes sample questions and answers for the certification examination and the certificate examination. It prepares the reader for the professional "AST & T."
**Title** TRANSPORTATION: A SERVICE

**Author** John de S. Coutinho

**Publisher** Gordon and Breach

**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, 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:**

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**Title** TRANSPORTATION: A VITAL LINK IN DISTRIBUTION

**Author** D. E. Materials Lab

**Publisher** 1855 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:**
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:
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.
OBJECTIVES:

SUMMARY DESCRIPTION:

is a different topic. Each section
has a title that is accompanied by a summary list, and an
area of discussion.

AVAILABLE:

Title ____________________________
Author ____________________________ Date Pub. 1969
Publisher __________________________ Date Pub. 1965
Teacher or Student Use: __________________________ Length 330 pages
Grade Level: __________________________

OBJECTIVES:

SUMMARY DESCRIPTION:

interest to the teacher and the various route sets. It is necessary
to make only one appearance in the summary. The distinction is
between what appears in the summary. The interests common to
all, Size 208 x 208
Include here other instructional programs and learning experiences emphasized in sales and sales-supporting tasks performed by distributive employees and non-supervisory 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.
HOW TO SELL THE SUPERMARKETS: FOR NON-FOOD MANUFACTURERS & DISTRIBUTORS

Title

Author Julian H. Handler

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:

OPERATING COSTS AND RATIOS - WHOLESALE

Title OPERATING COSTS AND RATIOS - WHOLESALE

Author Richard M. Hill

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:
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:

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-picking procedure, data processing equipment for billing and various other wholesale functions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS.
Title: WHOLESALING

Author: Small Business Administration

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: WHOLESALING

Author: Kenneth Ertel

Publisher: Glencoe/Douglas Book Company, Hightstown, NJ 08520

Teacher or Student Material: Student  Cost: Full  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 merchandising skills. In wholesaling, it is a field where specialization pays.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($1.60)
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.
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:
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 ________________________________

Author ____________________________ Date Pub. __________

Publisher ____________________________

Teacher or Student Material ____________ Cost __________ Length __________

Grade Level ____________ 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:
**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.

**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.
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 Approx.

Grade Level Secondary Suggested Time of Use 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 Forkrer

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/College  
**Suggested Time of Use:**  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Presents accounting terminology in alphabetical order with definitions and cross references.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title:** GENERAL RECORDKEEPING  
**Author:** Huffman, Stewart, and Schneider  
**Date Pub.:** 1972  
**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.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Source book and Key ($7.60), Student Activity Guide and Working Papers (Part One or Two - $1.74), and Tests (I or II - $1.54).
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

YOUR BUSINESS RECORDS

Author: Educational Book Division
Date Pub.: 1971
Publisher: Prentice-Hall, Englewood Cliffs, NJ 07632
Teacher or Student Material: Student
Cost: 
Length: 20 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:
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).

OBJECTIVES: Secondary/Adult

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).
SUMMARY TO UNIT 3: A unique approach to a unit on the legal problems of contracts. Contains a series of transparencies, shown on an opaque projector, in an individualized packet.

SUGGESTED TIME OF USE

OBJECTIVE:

SUMMARY TO UNIT 4: An overview of the Uniform Commercial Code. A brief overview of each section follows by multiple choice questions. The unit presents new legal principles, definitions, and cases.
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:
Title: APPLIED MATHEMATICS - AN INTRODUCTION

Author: Chris A. Theodore

Publisher: Richard D. Irwin, Inc., 1816 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

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:
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)

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 ($0.72)
<table>
<thead>
<tr>
<th>Title</th>
<th>COLLEGE MATHEMATICS: WITH APPLICATIONS IN BUSINESS AND ECONOMICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Robert Mason</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1971</td>
</tr>
<tr>
<td>Publisher</td>
<td>Learning Systems Company, 1616 Ridge Road, Homewood, IL 60430</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Cost</td>
<td>$3.25</td>
</tr>
<tr>
<td>Length</td>
<td>162 pages</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Collegiate/Adult</td>
</tr>
<tr>
<td>Suggested Time of Use</td>
<td>1 sem.</td>
</tr>
</tbody>
</table>

**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:**

<table>
<thead>
<tr>
<th>Title</th>
<th>INTRODUCTION TO BUSINESS MATHEMATICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>John Ernest and Herbert Stein</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1969</td>
</tr>
<tr>
<td>Publisher</td>
<td>Glencoe Free., Beverly Hills, CA</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Cost</td>
<td>$3.25</td>
</tr>
<tr>
<td>Length</td>
<td>376 pages</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Collegiate</td>
</tr>
<tr>
<td>Suggested Time of Use</td>
<td>1 sem.</td>
</tr>
</tbody>
</table>

**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 Loice C. Gossage
Date Pub.: 1969
Publisher: South-Western Publishing Co., 51C1 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:
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:

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:
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
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:

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.
CAREER DEVELOPMENT STANDARDS FOR VOCATIONAL AUTOMOTIVE SERVICE INSTRUCTION

Title: VOCATIONAL AUTOMOTIVE SERVICE INSTRUCTION

Date Pub.: 1973

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 INSTRUCTION MATERIAL AND TESTS: Exploratory Service ($20.00 per year)

Title: CAREER INFORMATION: MARKETING & DISTRIBUTION

Author: Teresa Walton

Date Pub.: 1970

Publisher: Publication Sales, 1510 H Street, N.W., Washington, DC 20005

Teacher or Student Material: Skill  Teacher  Cost: $30  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.
Title: CAREER OPPORTUNITIES FOR YOU IN THE FABULOUS WORLD OF FABRICS

Author: Textile Distributors Association, Inc.

Publisher: 1040 Avenue of the Americas, New York, NY 10018

Date Pub.: 1973

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: National Career Information Center

Publisher: AFCA, 1607 New Hampshire Avenue, N.W., Washington, DC 20009

Date Pub.

Teacher or Student Material: Teacher

Cost: $0.75

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: Pathoscope Educational Films, Inc.
Date Pub.: 1974

Publisher: 71 Weyman Avenue, New Rochelle, NY 10802

Teacher or Student Material: Student
Cost: $42.00
Length: 30 minutes

Grade Level: Secondary
Suggested Time of Use:

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 TEXTS:

Title: CAREERS IN FASHION

Author:
Date Pub.: 1973

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

Teacher or Student Material: with
Cost: $80.00
Length: 34 slides

Grade Level: Secondary
Suggested Time of Use:

OBJECTIVES:


AVAILABLE INSTRUCTOR MATERIAL AND TEXTS: Commentary and discussion questions are included.
CAREERS IN FASHION AND TEXTILES

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:

CAREERS IN FOOD SERVICE

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  Student  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: CAREER IN HOTELS AND RESTAURANTS

Author: Gerald W. Lattin

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: 

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: 

Publisher: International Film Bureau, Inc.

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:
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:

OBJECTIVES:

SUMMARY DESCRIPTION: Covers people and their employment, the direction the retailers must go, and the buyer for the customer.
### CAREERS IN RETAILING & MARKETING SERIES

<table>
<thead>
<tr>
<th>Title</th>
<th>Date Pub. 1972</th>
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<tbody>
<tr>
<td>Author</td>
<td>Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003</td>
</tr>
<tr>
<td>Publisher</td>
<td>Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003</td>
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<table>
<thead>
<tr>
<th>Teacher or Student Material</th>
<th>Both</th>
<th>Cost $80.00 Length 28 35mm slides</th>
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<tbody>
<tr>
<td>Grade Level</td>
<td>Secondary</td>
<td>Suggested Time of Use</td>
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</table>

**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.

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### CAREERS IN SALES

<table>
<thead>
<tr>
<th>Title</th>
<th>Date Pub. 1972</th>
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<tbody>
<tr>
<td>Author</td>
<td>Pathoscope Educational Films, Inc.</td>
</tr>
<tr>
<td>Publisher</td>
<td>71 Weyman Avenue, New Rochelle, NY 10802</td>
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<table>
<thead>
<tr>
<th>Teacher or Student Material</th>
<th>Student</th>
<th>Cost $40.00 Length 30 minutes</th>
</tr>
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<tbody>
<tr>
<td>Grade Level</td>
<td>Secondary</td>
<td>Suggested Time of Use</td>
</tr>
</tbody>
</table>

**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: Pathoscope Educational Films, Inc.

Date Pub.:

Publisher: 71 Weyman Avenue, New Rochelle, NY 10802

Teacher or Student Material: Student  Cost $40.63  Length 30 minutes

Grade Level: Secondary  Suggested Time of Use

SUMMARY DESCRIPTION: Depict the role of the transportation industry in everyone's life--moving people, foods 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: 

285
OBJECTIVES:

SUMMARY DESCRIPTION: Career opportunities, employment benefits, salaries, and description of jobs in the U. S. Department of Agriculture.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

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.
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 charter 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.
Title: DISTRIBUTIVE CAREER SERIES

Author: Faye Gold and Raymond J. Grandfield

Date Pub.: 1973

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

$1.75 to $2.25

Approx. 100 pages each

Student Cost

Teacher or Student Material

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

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 TEST BOOKLET
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 RADIO OR TELEVISION FOR YOU?

Author: 

Publisher: Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Date Pub.: 1972

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: 

Publisher: Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Date Pub.: 1971

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: [Blank] Date Pub.: 1971

Publisher: Counselor Films, Inc., 1725 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material: Student Cost: $20.00 Length: 14.5 minutes

Grade Level: Secondary Suggested Time of Use: [Blank]

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: [Blank] Date Pub. [Blank]

Publisher: General Films, Inc., 920 Wayzata Boulevard, Minneapolis, MN 55440

Teacher or Student Material: Student Cost: [Blank] Length: 15 minutes

Grade Level: Secondary Suggested Time of Use: [Blank]

OBJECTIVES: [Blank]

SUMMARY DESCRIPTION: Discusses food industry careers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: [Blank]
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: $1.50 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 TRIC:

Title: KNOWLEDGE AND SKILLS

Author ___________________________ Date Pub. ________________

Publisher The Sears Roebuck Foundation

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 TRIC:

ERIC
MULTINATIONAL BUSINESS

Author: Virgil Salera

Publisher: Houghton Mifflin Company, 110 Tremont Street, Boston, MA 02107

Teacher or Student Material: Student

Grade Level: Collegiate

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Introduction to the field of international business and its pace-setting form of corporation organization, and multinational company.

ON THE JOB

Author: Edward Joseph L. Norton

Publisher: Doubleday/Ferguson, 140 Franklin Avenue, Garden City, NY 11530

Teacher or Student: Social

Grade Level: Junior Year

Suggested Time of Use: 1 sem.

OBJECTIVES

SUMMARY DESCRIPTION: 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/College/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: 509 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.
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:

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.
### OPPORTUNITIES IN RETAILING

<table>
<thead>
<tr>
<th>Title</th>
<th>OPPORTUNITIES IN RETAILING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>National Retail Merchants Association</td>
</tr>
<tr>
<td>Publisher</td>
<td>100 West 31 Street, New York, NY 10001</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Cost</td>
<td>$ .30</td>
</tr>
<tr>
<td>Length</td>
<td>20 pages</td>
</tr>
</tbody>
</table>

**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.

### PEOPLE & CHOICES: CAREER FOLIOS

<table>
<thead>
<tr>
<th>Title</th>
<th>PEOPLE &amp; CHOICES: CAREER FOLIOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Watson, et al.</td>
</tr>
<tr>
<td>Publisher</td>
<td>Harcourt Brace Jovanovich, Inc., 757 Third Avenue, New York, NY 10017</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Cost</td>
<td>Length</td>
</tr>
</tbody>
</table>

**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.
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 Pomeroy                                      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 PR 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.
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 TEXTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Describes opportunities and responsibilities of a job, grooming, and how to prepare for an interview.

AVAILABLE INSTRUCTIONAL MATERIAL AND TEXTS:

ERIC
OBJECTIVES:

SUMMARY DESCRIPTION: Describes the job of the salesman and its numerous advantages as a career.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

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.
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

SUMMARY DESCRIPTION: A series of movies examining a variety of careers. For example, transportation, marketing, management, etc.
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:

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.
OBJECTIVES: Describe many kinds of jobs in the textile industry.

SUMMARY DESCRIPTION: A trip through a large modern department store showing all the different jobs available.
Title: YOUR FUTURE, CAREERS IN CONSUMER FINANCE

Author: Educational Services Division, National Consumer

Publisher: 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: 

Publisher: Career World Book Service, 501 Lake Forest Avenue, Highwood, IL 60040

Complete set

Teacher or Student Material: Student Cost: $59.95 Length: 40 books

Grade Level: Secondary Suggested Time of Use

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."
OBJECTIVES:

SUMMARY DESCRIPTION: Discuss 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 1 and II ($1.62 each)

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
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:

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.
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:

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 interpret color. II. Looking For Color—seeing color ideas everywhere and translating them into use.

AVAILABLE IN...
COLOR, TEXTURE, DESIGN IN SPACE

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:

THE CONCERN FOR QUALITY

Summary Description: Discusses ways to contact businesses where goods have been purchased but must be returned.
CONSUMER BEHAVIOR

Edited by A. S. C. Ehrenberg and F. C. Pyatt

Date Pub. 1971

Penguin Books, Inc., 7110 Ambassador Road, Baltimore, MD 21207

Cost $3.95 Length 380 pages

CONSUMER BEHAVIOR

Edited by A. S. C. Ehrenberg and F. C. Pyatt

Date Pub. 1971

Penguin Books, Inc., 7110 Ambassador Road, Baltimore, MD 21207

Cost $3.95 Length 380 pages

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.

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AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
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:

SUMMARY DESCRIPTION: Includes information on men's dress shirts, shoes, pillows, towels, etc.
Title        CONSUMER CREDIT (FACTS FOR YOU)
Author       Mors
Publisher     Bureau of Business Research, Western Reserve University, Cleveland, OH
Teacher or Student Material  Student
Grade Level  Secondary/Collegiate/Adult

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       Educational & Consumer Relations
Publisher     J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

OBJECTIVES:

SUMMARY DESCRIPTION: This filmstrip relates consumer rights and responsibilities to consumer satisfaction with purchases.
Title: CONSUMER DECISION MAKING - GUIDES TO BETTER LIVING

Author: Warmke, Wyllie, Sellers

Publisher: South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Date Pub.: 1972

Teacher or Student Material: Student

Cost: $6.20

Length: 482 pages

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, Warmke and Wyllie

Publisher: South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Date Pub.: 1971

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.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher’s Manual, Workbook ($1.92), Texts ($ .36), and Consumer Guides for Buying ($1.48)
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:

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.
Title: CONSUMER LAW - RIGHTS AND RESPONSIBILITIES
Author: Austin H. Kiplinger, 1729 H Street, N.W., Washington, DC 20006
Date Pub.: 1971
Publisher: Student Notarial
Student Cost: 4 packets
Trade Level: Secondary/Adult
Suggested Time of Use: 1 year

SUMMARY DESCRIPTION: Presents information about the law - case studies, records, action, etc. Focuses on the relationship between the law and consumers' rights.

I. THE CONSUMER LOOKS AT DECEPTIVE PACKAGING

Title: THE CONSUMER LOOKS AT DECEPTIVE PACKAGING
Date Pub.: 1961
Publisher: Council on Consumer Information, Colorado State College, Greeley, CO
Teacher's Guide, and a recording introduce the study of consumer law.

SUMMARY DESCRIPTION: Discusses the methods and laws concerning deceptive packaging, cost of packaging to the consumer, and how the consumer can protect himself.

ERIC
THE CONSUMER IN THE MARKETPLACE

Leon Levy, Robert E. Feldman and Simpson Sasserath

Date Pub. 1970

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

Student, Cost $7.84, Length 320 pages

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.

CONSUMER MATHEMATICS

Lankford

Date Pub. 1971

Harcourt Brace Jovanovich, Inc., 757 Third Avenue, New York, NY 10017

Student, Cost $2.94, Length 1 year

Secondary, Suggested Time of Use 1 year

OBJECTIVES:

SUMMARY DESCRIPTION: Mathematics for everyday living, especially for persons who do family shopping.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: CONSUMER - SEARCH FOR THE CONSUMER INTEREST

Author: David A. Aaker and George S. Day

Publisher: Free Press, New York, NY

Date Pub.: 1971

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 are from a variety of sources, with particular emphasis on the legal and business areas of consumer protection.

SUMMARY DESCRIPTION: 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

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

**Teacher or Student Material**: Both  
**Cost**: $100.00  
**Length**: 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.

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**Title**: THE CONVENIENCE-ORIENTED CONSUMER

**Author**: W. Thomas Anderson, Jr.  
**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**: 

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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

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

Publisher__J. C. Penney Company, Inc., 1361 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 INSTRUCTION MATERIAL AND CONSUMER Teacher's Guide

Title__DO YOU KNOW YOUR ECONOMIC HISTORY?

Author__U. S. Government Printing Office

Publisher__U. S. Government Printing Office

Teacher or Student Material__Student__Cost__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 interplay provide for delivery of goods to the American household.
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

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.
**FASHIONS & FABRICS**

**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 TEXT:** Also available in Spanish.

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**FINANCING A NEW PARTNERSHIP**

**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 problem solving situations.

**AVAILABLE INSTRUCTOR MATERIAL AND TEXT:**
OBJECTIVES:

SUMMARY DESCRIPTION: A complete explanation of guarantees and warranties. Explains what they cover and how they protect the consumer.

AVAILABLE INSTRUCTION:...

SUMMARY DESCRIPTION: A guide to living in making a budget—determining goals, estimating income and expenses, creating a budget, debt payments, regular monthly payments, day-to-day expenses, payoff the budget—keeping records and evaluating the plan. Basic information about how to use consumer credit wisely is included.
OBJECTIVES:

SUMMARY DESCRIPTION: Filstrips I and II - The psychological and sociological needs the 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:

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
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.
**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:**

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**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/College/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

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: 

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:
OBJECTIVES: To help the shopper get the most value from the dollars he spends.

SUMMARY DESCRIPTION: Organised 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:

OBJECTIVES: Present 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:
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:

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:
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:
The method for selling on credit and collecting from customers is explained. It includes a decision-making tool for deciding when a sale should be made and how to collect the payment. The book is suitable for use in the 1st semester of a course.
REPORT TO CONSUMERS

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:

A RESOURCE KIT FOR TEACHING CONSUMER EDUCATION

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.
Title: TEACHING CONSUMER EDUCATION - THE MARKETPLACE

Author: 

Publisher: Benjamin Media, Inc., Englewood Cliffs, NJ 07632

Date Pub. 1971

Teacher or Student Material: Teacher 

Cost: 

Length: 3 packets

Grade Level: Security/Adult 

Suggested Time of Use: 1 semester

OBJECTIVES: I. The student will identify and determine the long-range values that are inherent in consumer behavior.

II. The student will be able to state the elements of the consumer decision-making process.

III. The student will be able to identify and evaluate the various factors that influence consumer behavior.

IV. The student will be able to identify and evaluate the various alternatives that are available to consumers.

V. The student will be able to state the components of the consumer decision-making process.

VI. The student will be able to state the components of the consumer decision-making process.

VII. The student will be able to state the components of the consumer decision-making process.

VIII. The student will be able to state the components of the consumer decision-making process.

IX. The student will be able to state the components of the consumer decision-making process.

X. The student will be able to state the components of the consumer decision-making process.

XI. The student will be able to state the components of the consumer decision-making process.

XII. The student will be able to state the components of the consumer decision-making process.

XIII. The student will be able to state the components of the consumer decision-making process.

XIV. The student will be able to state the components of the consumer decision-making process.

XV. The student will be able to state the components of the consumer decision-making process.

XVI. The student will be able to state the components of the consumer decision-making process.

XVII. The student will be able to state the components of the consumer decision-making process.

XVIII. The student will be able to state the components of the consumer decision-making process.

XIX. The student will be able to state the components of the consumer decision-making process.

XX. The student will be able to state the components of the consumer decision-making process.

XXI. The student will be able to state the components of the consumer decision-making process.

XXII. The student will be able to state the components of the consumer decision-making process.

XXIII. The student will be able to state the components of the consumer decision-making process.

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XXV. The student will be able to state the components of the consumer decision-making process.

XXVI. The student will be able to state the components of the consumer decision-making process.

XXVII. The student will be able to state the components of the consumer decision-making process.

XXVIII. The student will be able to state the components of the consumer decision-making process.

XXIX. The student will be able to state the components of the consumer decision-making process.

XXX. The student will be able to state the components of the consumer decision-making process.

XXXI. The student will be able to state the components of the consumer decision-making process.

XXXII. The student will be able to state the components of the consumer decision-making process.

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XXXVI. The student will be able to state the components of the consumer decision-making process.

XXXVII. The student will be able to state the components of the consumer decision-making process.

XXXVIII. The student will be able to state the components of the consumer decision-making process.

XXXIX. The student will be able to state the components of the consumer decision-making process.

XL. The student will be able to state the components of the consumer decision-making process.

XLI. The student will be able to state the components of the consumer decision-making process.

XLII. The student will be able to state the components of the consumer decision-making process.

XLIII. The student will be able to state the components of the consumer decision-making process.

XLIV. The student will be able to state the components of the consumer decision-making process.

XLV. The student will be able to state the components of the consumer decision-making process.

XLVI. The student will be able to state the components of the consumer decision-making process.

XLVII. The student will be able to state the components of the consumer decision-making process.

XLVIII. The student will be able to state the components of the consumer decision-making process.

XLIX. The student will be able to state the components of the consumer decision-making process.

L. The student will be able to state the components of the consumer decision-making process.

II. The student will be able to state the components of the consumer decision-making process.

III. The student will be able to state the components of the consumer decision-making process.

IV. The student will be able to state the components of the consumer decision-making process.

V. The student will be able to state the components of the consumer decision-making process.

VI. The student will be able to state the components of the consumer decision-making process.

VII. The student will be able to state the components of the consumer decision-making process.

VIII. The student will be able to state the components of the consumer decision-making process.

IX. The student will be able to state the components of the consumer decision-making process.

X. The student will be able to state the components of the consumer decision-making process.

XI. The student will be able to state the components of the consumer decision-making process.
OBJECTIVES:

SUMMARY DESCRIPTION: Planned to help young people see how the jobs they might hold in a retailing or, situation are an important part of a service in the community.

SUMMARY AVAILABLE: A 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 and easy interprets the elements of design in terms of current decorating trends; bathroom decoration; window treatment discussion on purchase of each type of material; selecting fashions; how to select, sift and mulit coverings; how to select floor coverings; and how to select major home appliance.

AVAILABLE IN THE SERIES.
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 INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: Designed to help teachers include more basic economics and consumer economics in the existing business curricula.


AVAILABLE INSTRUCTOR MATERIAL AND "ECON" TESTS: 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:
OBJECTIONS:

SUMMARY 11 C FROM 11: 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 PARTS:

Title: TO MARKET, TO MARKET

SUMMARY OBJECTIVE: Shopping know-how for today's consumer. Includes a suggested publicity release and 12-page guide, "How to Be a better Shopper."
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:

OBJECTIVES:

SUMMARY DESCRIPTION: Describes generic textile families. Includes cartoons of textile families, a "textile newsletter" with information to supplement the unit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: Answers problems of how to use installment credit wisely.

SUMMARY DESCRIPTION. From children's toys to "harmless" drugs, shows how big business plays on public weaknesses, current fads, and the consumer's lack of factual, precise information in order to sell its products.
DATA PROCESSING
AN ORIENTATION COURSE OF STUDY IN
DATA PROCESSING OF DISTRIBUTIVE EDUCATION

Title

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 CLEARIFYING 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
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.

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**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

Title: **ADULT TRAINING TRANSPARENCY MASTERS**

Author: Dale L. Bowman
D. E. Materials Lab

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

Teacher or Student Material: Teacher  Cost: $0.50  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:**
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:

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.
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:

SUMMARY DESCRIPTION: A manual of bulletin board layouts specifically for D.E.
BULLETIN BOARDS: MEET OUR DECA WINNERS

Author: Cathy Ashmore
Date Pub.: 1973
Publisher: D. E. Materials Lab
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.

A COLLECTION OF OVERHEAD TRANSPARENCY ORIGINALS FOR D.E. - I

Author: D. E. Materials Lab
Date Pub.: 1967
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.
A COLLECTION OF OVERHEAD TRANSPARENCY ORIGINALS FOR D.E. - II

Author: D. E. Materials Lab
Publisher: 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:

CURRICULUM GUIDELINES FOR DISTRIBUTIVE EDUCATION

Author: James D. Walters
Publisher: 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: DISTRIBUTIVE EDUCATION

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: DISTRIBUTIVE EDUCATION

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A listing of sources of merchandise and industry information in the distributive field.

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.
Title: DISTRIBUTIVE EDUCATION

Author: D. C. A. Educational Products, Inc.

Publisher: 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: D. E. Materials Lab

Publisher: 1885 east 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:
THE D.E. STORY

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

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.
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: 

-650- 350
<table>
<thead>
<tr>
<th>Title</th>
<th>A GUIDE FOR MEMBERSHIP CHAIRMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Consumer Relations</td>
</tr>
<tr>
<td>Date Pub.</td>
<td></td>
</tr>
<tr>
<td>Publisher</td>
<td>The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Secondary/Collegiate/Adult</td>
</tr>
</tbody>
</table>

**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:**

<table>
<thead>
<tr>
<th>Title</th>
<th>GUIDELINES FOR STUDENT TEACHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Evelyn Barnes</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1972</td>
</tr>
<tr>
<td>Publisher</td>
<td>1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Teacher</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Secondary</td>
</tr>
</tbody>
</table>

**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.
Title: HOW B.E. HELPS SMALL BUSINESS

Author: John A. Beaumont

Publisher: U.S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Both

Grade Level: Adult

Objectives:

SUMMARY: B.E. is appropriate for high school and adult students; individualized consultation is provided. Resulting reports are a source of institutional relations and dissemination of current data. The workbook is available.

Availability:

Title: HOW B.E. HELPS SMALL BUSINESS

Author: John A. Beaumont

Publisher: U.S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Both

Grade Level: Adult

Objectives:

SUMMARY: B.E. is an individualized workbook for students to acquaint them with beginning role assumptions of their jobs. Supplements greatly teacher orientation and serves to initiate lead into units such as advertising, layout, personal writing, etc.
SUMMARY DESCRIPTION: A current listing of books in marketing and distribution. It is current and includes paperback selections.

AVAILABLE INSTRUCTIONAL MATERIAL AND TEXTS

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.
THE NEWSPAPER AS A TEACHING DEVICE

Author: D. E. Materials Lab
Date Pub.: 1967
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.

OHIO DIA'S NUMBER ONE

Author: D. E. Materials Lab
Date Pub.: 1973
Publisher: 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material: Teacher
Cost: $15.00
Length: 70 slides

Grade Level: Secondary
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Explains in detail the events at Ohio's Fall Delegates Conference.
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:

OBJECTIVES:

SUMMARY DESCRIPTION: Ten group projects are outlined for Junior Distributive Education students. Student work forms are included along with explanations for the teacher.
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:

A SELECTED, ANNOTATED BIBLIOGRAPHY

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.
Title: SIMULATIONS AND GAMES

Author: Jimm G. Koeninger

Date Pub.: 1972

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: D. E. Materials Lab

Date Pub.: 1967

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 Raven H. MacFarlane

Date Pub.: 1972

Publisher: D. E. Materials Lab

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: D. E. Materials Lab

Date Pub.: 1971

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: 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, 101 West 22 Street, New York, NY 10011

Teacher or Student Material: Teacher Cost: _______ Length: 15 pages

Grade Level: Secondary/College/Adult  Suggested Time of Use: ______

OBJECTIVES:

SUMMARY DESCRIPTION: A catalog on films for guidance, human relations, business administration, labor, salesmanship, etc.

AVAILABLE INSTRUCTOR MATERIAL

Title: UNIFAC DISTRIBUTIVE EDUCATION

Author: Ira Martell ___________________________ Date Pub: 1971

Publisher: 1885 Neil Avenue, Columbus, Ohio 43210

Teacher or Student Material: Teacher 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 MATERIAL
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:

OBJECTIVES:

SUMMARY DESCRIPTION: Features all types of display—both exterior and interior.
OBJECTIVES: (1) Students will be able to record and document in DECA competition successfully; and (2) students will be able to evaluate the qualities of a good and a poor display.

SUMMARY DESCRIPTION: As a component of display, this packet includes a在哪里., a competitive event), five 35mm slides of display with a computer-generated overhead transparency of the composite score.
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. Hallstones

Date Pub.: 1972

Publisher: South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material: Student

Cost: 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.

Workbook ($3.05)
OBJECTIVES:

SUMMARY DESCRIPTION. 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.

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.
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:

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.
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/College

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: Relate 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 with examination ($4.00), and Transparencies (50 for $110.00).
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:

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.
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

SUMMARY DESCRIPTION: A view of today's technological society and the problems of abundance, automation, and failing demand.
**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:**

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**Title:** STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS  

**Author:** Robert D. Eason  
**Date Pub.:** 1970

**Publisher:** Richard D. Irwin, Inc., 1616 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: Joint Council on Economic Education

Date Pub.: 1971

Publisher: 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:


ECOLOGY

Author: Paul R. Oberst
Publisher: D. E. Materials Lab

Date Pub.: 1972

Teacher or Student Material: Teacher
Cost: $2.00
Length: 31 pages

Grade Level: Secondary
Suggested Time of Use: 10 hours

OBJECTIVES: To structure an environmentally aware citizen.

SUMMARY DESCRIPTION: A teaching outline with the objective of incorporating outside projects to acquaint students with ecological problems in their own community. Several related films are listed as well as many printed references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Pollution Quiz

HOW TO MAKE ECOLOGY WORK FOR YOU

Author: David Finic
Publisher: Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Date Pub.: 1972

Teacher or Student Material: Teacher
Cost: $4.00
Length: 160 pages

Grade Level: Secondary/Collegiate/Adult
Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the controversial ecological issues from the point of view of the retailer, who is often caught in the middle of consumer attitudes and problems affecting manufacturers and environmentalists alike. Shows how these problems apply to retailing and what can be done by the retailer about them. Focusing on such areas as detergents, packaging of beer, soft drinks, perishables, and private-label products; and recycling, the author analyzes each issue and recommends programs that can be followed to cope with it. Includes appendices on environmental agencies and trade associations, and a glossary of terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS
EXECUTIVE DEVELOPMENT
### OBJECTIVES:

**SUMMARY DESCRIPTION:** Speechpower, salesmanship, and telephone techniques for today's executive.

### AVAILABLE INSTRUCTOR MATERIAL AND TESTS

### OBJECTIVES:

**SUMMARY DESCRIPTION:** Leadership and memory training for today's executive.
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 __________

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)

-672- 375
OBJECTIVES: Developing the mind and body for today's executive.

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.
APPLYING FOR A JOB

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.

THE DISCIPLINARY INTERVIEW

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.
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: Thompson-Mitchell & Associates

Date Pub.: 

Publisher: 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Each filmstrip $50.00 5 filmstrips

Student: $225.00 length with cassettes

Audioscan $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 Room Look Good, and Improving Your Communications Skills.
### THE EXIT INTERVIEW

**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 INSTRUCTIONAL MATERIAL AND TESTS:**

### GETTING THE RIGHT JOB

**Title:** GETTING THE RIGHT JOB

**Author:** James R. Rich, Jr.

**Date Pub.:** 1970

**Publisher:** D. E. Materials Lab

**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 INSTRUCTIONAL 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 Keily and H. C. Walters
Date Pub.: 1960
Publisher: South-Western Publishing Co., 51 Madison Road, Cincinnati, OH 45227
Teacher or Student Material: Student
Cost: $1.00
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:
OBJECTIVES: To help students attain skills and attitudes necessary in finding and maintaining a job.


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: Human relations, business psychology and personality development are emphasized.
Title: PREPARING FOR AN INTERVIEW

Author: 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 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

Publisher: The New American Library, Inc.

Teacher or Student Material: Student Cost: $.95 Length: 302 pages

Grade Level: Secondary/College 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.
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:

TELEPHONE TECHNIQUES

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:
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:

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.
**THE WORLD OF WORK - GETTING A JOB**

**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.

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**THE WORLD OF WORK - ON THE JOB**

**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:**
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
ART OF LISTENING

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:

DISCOVER YOUR HIDDEN TALENTS

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:
SUMMARY DESCRIPTION: Discusses the art of being understood.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

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:
**Title**: COMMUNICATIONS FOR LEADERSHIP

**Author**: Edward E. Scannell

**Date Pub.**: 1970

**Publisher**: McGraw-Hill Book Company, Hightstown, NJ 08520

**Teacher or Student Material**: Student  
**Cost**: $2.50  
**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)

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**Title**: COMMUNICATIONS AND PUBLIC RELATIONS

**Author**: Edward J. Robinson

**Date Pub.**: 1966

**Publisher**: Charles E. Merrill Publishing Co., 1300 E. Crook Drive, Columbus, OH 43216

**Teacher or Student Material**: Student  
**Cost**:  
**Length**: 618 pages

**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
Publisher: Gage/McGraw-Hill Book Company, Hightstown, NJ 08520
Date Pub.: 1963

Teacher or Student Material: Student
Cost: 393 pages
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
Publisher: The Macmillan Co., New York, NY
Date Pub.: 1972

Teacher or Student Material: Student
Cost: 278 pages
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:
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:

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:
CITIZENS, CONSUMERS & COMMUNICATIONS

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:

A DEPARTMENT STORE IN THE CLASSROOM

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:
<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>OFFICE PRODUCTS KNOWLEDGE COURSES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author</strong></td>
<td>Homer Smith</td>
</tr>
<tr>
<td><strong>Date Pub.</strong></td>
<td>1973</td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>National Office Products Association</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>1500 Wilson Boulevard, Arlington, VA 22209</td>
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**Teacher or Student Material** | Student | Cost | Length |
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<tbody>
<tr>
<td>Set of</td>
<td></td>
<td>$99.00</td>
<td>12 courses</td>
</tr>
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**Grade Level** | Secondary/Collegiate/Adult

**Suggested Time of Use per course** | 6 hours

**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 INSTRUCTIONAL MATERIAL AND TESTS:** Leader's Guide

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<tr>
<th><strong>Title</strong></th>
<th>THE SMILE OF SUCCESS</th>
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<tbody>
<tr>
<td><strong>Author</strong></td>
<td>Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC</td>
</tr>
<tr>
<td><strong>Date Pub.</strong></td>
<td></td>
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<tr>
<td><strong>Publisher</strong></td>
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**Teacher or Student Material** | Student | Cost | Length |
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<tr>
<td>Teacher's Guide and 30 Student Books</td>
<td>$169.50</td>
<td>14 lessons</td>
<td></td>
</tr>
</tbody>
</table>

**Grade Level** | Secondary/Collegiate/Adult

**Suggested Time of Use per course** | |

**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 INSTRUCTIONAL MATERIAL AND TESTS:** Teacher’s Guide and 30 Student Books with 12 Personal Evaluation/Success Planning Charts are included.
Title: STORE CORRESPONDENCE COURSE

Author: NRMA STORE Correspondence Director, National Retail Merchants

Publisher: 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: