

A Trainer's Wish List

BOOKS, FILMS, AND OTHER RESOURCES

Once again, here's our annual listing of book, film, and video resources for trainers. We asked publishers and film producers in a variety of disciplines to submit those 1985 books and films that would be of interest to training and development professionals, and they responded with the voluminous list below.

Keep in mind that this list is compiled from the descriptions provided by the publishers and producers themselves. If you find a book or film (or several) that fascinates you, contact the sources themselves. We've provided addresses and phone numbers of all the resource producers in separate listings.

With that, enjoy the hearty repast of training resources before you...

TRAINING NEWS

Books

ALL TOPICS INCLUSIVE

The Trainer's Resource 1985 Leonard Nadler and Eugene Fetteroll, consulting editors (Human Resource Development Press, Inc.) \$49.95. New for 1985, in its third edition, this guide covers over 430 packaged programs in all major training areas, with 275 courses new this edition. Training areas include Interviewing Skills, Computer Literacy, Safety and Health, Technical Management Skills, and Sales Management. Features include full-page, in-depth descriptions of each course, and three easy-to-use indexes.

CAREER DEVELOPMENT

Breaking the Secretary Barrier: How to Get Out From Behind the Typewriter and Into The Management Job by Janet Dight (McGraw-Hill Book Company) \$15.95. This book explains how to overcome obstacles that block the way to the first rung of the corporate ladder.

ship, creativity, learning, communicating, and supervision.

Jobs of the Future: The 500 Best Jobs—Where They'll Be and How To Get Them by Marvin Cetron (McGraw-Hill Book Company) \$6.95. Using the resources of his company, Forecasting International, Marvin Cetron predicts the future for jobs in high-tech industries.

Marketing Your Consulting and Professional Services by Richard A. Connor and Jeffrey P. Davidson (John Wiley and Sons, Inc.) \$19.95. The key to this tried-and-proven program of marketing yourself for success is a "client-centered" or "leveraged" approach that lets you generate more profits by actually servicing fewer clients. One of the things you'll learn is to target services and assess clients with a marketing matrix that helps you easily identify your client's needs—what to improve upon, reduce, or eliminate altogether.

and financial advice to people who either work for themselves or freelance, including doctors, photographers, writers, artists, and so forth.

COMMUNICATIONS

Better Business Letters: A Self-Instructional Book to Develop Skill in Writing, 3rd Ed. by James M. Reid, Jr. and Ann Silleck (Addison-Wesley Publishing Company) \$10.95. This self-instructional text helps to improve business writing skills in a relatively short period of time. Writing concise, active sentences and avoiding inflated jargon are stressed. Also included are appendices covering business letter layout and other conventions, and a diagnostic test to help trainers use the book more flexibly.

strate each instruction.

Communicating Effectively in English: Oral Communication for Non-Native Speakers of English by Patricia A. Porter, Margaret Grant, and Mary Draper (Kent Publishing Co. c/o Wadsworth Publishing Co.) \$16. Designed for non-native speakers who might be uncomfortable about explaining a business procedure or speaking up during a meeting, this book can give them the confidence they lack. It builds readers' listening and speaking skills through activities such as interviewing, participating in a discussion, expressing opinions, presenting a proposal, and using audiovisual aids.