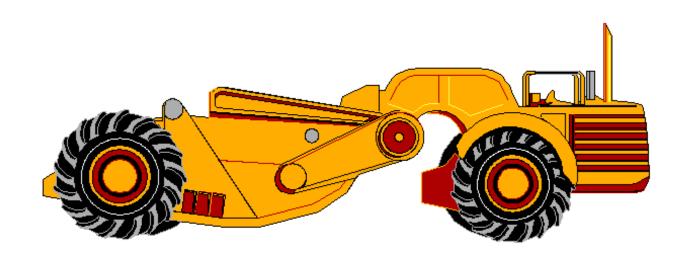
## Careers

## and How to Prepare for Them



Business English
Lower Level Learners
Alternative Education
Effective Telephoning
Business Communications

Caswell & Caswell

www.teachersmarketplace.com

#### **Mathematics/Work Ethics**

# Math Skills for the Workforce

At last, a math program designed specifically for workforce development. Teach all the math skills your learners need for job success in just four books.



Math Skills for the Workforce develops the math skills that ensure workforce success. It's also a great value. With just four titles you can cover what your learners need to know -- at a much better price than competing titles.

- ♦A pretest ensures proper placement; a post-test measures progress.
- ♦With reading levels of 4-6, even limited readers can master math.
- ♦All unit openers and practice exercises deal with work-related issues and scenarios.
- ♦A glossary defines unfamiliar words to keep learners focused on problem solving.

63756SV	Whole Numbers	\$14.36
63764SV	Fractions	\$14.36
63772SV	Decimals and Percents	\$14.36
63780SV	Measure, Geo., & Algebra	\$14.36



#### Workforce: Building Success

6 softcover book series \* Teacher's Guide

Encourage learners to examine their own strengths and weaknesses and change from within. Bound in answer key. 96 pages.

Communication	\$13.00
Customer Service	\$13.00
Personal Development	\$13.00
Problem Solving	\$13.00
Time Management	\$13.00
Writing	\$13.00
Teacher's Guide	\$ 9.73
	Customer Service Personal Development Problem Solving Time Management Writing

### YOU'RE THE BOSS Positive Attitude and Work Ethic

Rose Blue and Corinne Naden

Reading level 4-5, for grades 9-adult

Many students are unaware of the unwritten rules of business or the expectation of professional attitude, behavior, and work ethic. This text provides those guidelines using fun-to-read anecdotes and interviews with managers of real companies - an ideal book for a successful job search. Contents: Getting Started - The Interview - First Day Blues, First Job Jitters - Job Levels and Networking - Getting Along with Co-Workers - When It's Time to Leave. Copyright 1999.

6219-3SV Student Text \$17.99 10+ copies \$16.19



#### **Accounting**

Larry Singleton, Ph.D. & Wayne Label, Ph.D.

The backbone of any business - from small stores to commercial chains and large corporations - is the accounting department. An effective accountant must be able to balance revenues and expenses,

apply credits and debits to accounts, and maintain a ledger. Using the Standard Deviants trademark teaching method, this video presents the basic concepts necessary for success in a clear and approachable manner.

The Standard Deviants: Accounting Part One covers: The accounting profession, GAAP, Business organizations, Assets, Liabilities, Owner's equity, Revenue, Expenses, Income statement, Statement of changes in owner's equity, Balance sheets, The accounting equation, Accounting periods, Accrual basis of accounting, T-accounts, Debits and credits, General journal, General ledger, Balance column format, Posting to the ledger, Worksheet, Trial balance, Locating and correcting errors, Adjustments, Adjusting the trial balance, Classified balance sheet, Contra accounts, Closing entries, Income summary, Post-closing trial balance. Running Time: 1 hour, 55 minutes, done in 5 to 7 minute segments.

The Standard Deviants: Accounting Part Two covers: Merchandising company, revenue from sales, Calculating net sales, Cost of goods sold, Returns and allowances, Discounts, Freight-in, Operating expenses, Calculating net income, Periodic inventory system, Perpetual inventory system, Net method, Inventory errors, LIFO, FIFO, Specific invoice method, Weighted average method, Accounting for current assets, Cash, Internal control, Voucher system, Bank reconciliation, Petty cash fund, Uncollectible accounts, Estimation of doubtful accounts, Fixed percentage method, Aging accounts receivable method, Direct write-off method, Notes receivable, Interest, Discounting a note receivable, Accounting for current liabilities, Notes payable. Running Time: 1 hour, 50 minutes, done in 5 to 7 minute segments.

**Accounting Study Sidekick (Workbook)**. This workbook provides you with video notes, quizzes & tests, a detailed glossary, and in-depth explanations.

156204SD	Accounting Part 1	\$21.00
156212SD	Accounting Part 2	\$21.00
15659XSD	Workbook	\$11.95

#### Here's What People Have to Say About Standard Deviants:

"Because its a video, I could review difficult concepts again and again until I had a clear understanding of them."

"By watching the tapes before class, I had the background confidence to understand what is being covered in my professor's lecture."

### **Ordering Information**

All Orders Should be Addressed to:
Caswell & Caswell
3571 Newgate
Troy, MI 48084

**WHEN ORDERING BY PHONE** please let us know if a confirming purchase order will be sent. This will help us avoid possible problems with duplicate orders.

To Order Toll Free Call: 1-800-757-7668 To Order by Fax 1-248-646-4359

**METHOD OF SHIPMENT** will be United Postal Service unless special request is made by the customer or we see a need to ship via another service.

**SHIPPING AND HANDLING CHARGES** are typically 10% of the total order. There is a \$4.50 minimum charge. Residential customers have a minimum charge of \$5.25

**ORDERS FROM INDIVIDUALS** should be prepaid. Be sure to include state sales tax.

ALL CHECKS OR MONEY ORDERS MADE PAYABLE TO: CASWELL & CASWELL

**ORDERS FROM EDUCATIONAL INSTITUTIONS** should include a purchase order number when possible and must be on either official stationary or an official purchase order form.

CLASSROOM DISCOUNTS ARE AVAILABLE. PLEASE CALL FOR INFORMATION.

**EXAMINE ALL MATERIALS AS SOON AS RECEIVED!** Notify us of damaged or missing items immediately.

ALL RETURNS MUST BE AUTHORIZED BY CASWELL & CASWELL. Permission to return should be requested and authorized in writing. We will not issue credit on unauthorized returns. All returned material must be in perfect, unmarked, saleable condition.

**ALL PRICES IN THIS CATALOG** are subject to change because of possible producer price changes. We bill at the producer's latest selling price. In case of a sizable increase in price, we will notify prior to shipment for confirmation.

## CASWELL & CASWELL ORDER FORM

To order by phone Call 1-800-757-7668 Fax: 248-646-4359



william.caswell@sbcglobal.net

Ship To:			Bill To: (if different)		
Name:			Name:		
Institution:		Institution:			
Department:		Department:			
St. Address:City/State/Zip:					
EMail Address	S		_		
Payment Method: (Check One)  Payment Enclosed Bill my Institution P.O.#		Shipping & Handling Charges: 10% of total purchase \$4.50 minimum S&H Charge \$5.25 minimum Residential S&H Charge			
Date	All orde	rs are shipped net 30 d	lays. Returns must have written a	uthorization fro	m us.
ITEM# QTY	PRODU	CT DESCRIPTION	\$ EACH	\$ TOT. COST	
CASWELL & CAS			ASWELL	Subtotal Sales Tax	
3571 Newgate, Troy, MI 48084 www.teachersmarketplace.com			y, MI 48084	Shipping	
			TOTAL		
Yes! I wo	ould like	to join your ma	ailing list!		•