





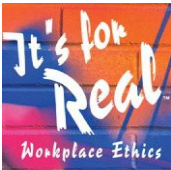


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2012 PRODUCT LIST

WORK READINESS

<p>Fall 2012</p> 	<p>Job Ready Career Skills, ed. 2 provides 210 interactive, narrated lessons on work readiness skills that employers demand. The colorful, easy-to-understand lessons can be completed by students independently. Topics include: work habits, communication skills, workplace effectiveness, business etiquette, and the job search. Includes true and false assessments, an activity for each lesson, and an Instructor's Guide. The Web version contains an outstanding Teacher's Desktop that provides pre- and post-testing, lesson selection, and student score tracking.</p> <p>Available on the Web or on CD. <i>Web version: \$1295 per year; CD Site/building license: \$1595.</i></p>
	<p>Top 10 Tips for Work Readiness includes 200 lessons that target skills and characteristics that employers need. Each CD contains 40 lessons on one area of work readiness: the job search, employability skills, business skills, effective communication, and business etiquette.</p> <p>Each lesson gives ten tips supplemented by in-depth information to support the tip, an Activity, and a True/False assessment. Available as a set of 5 CDs in reproducible PDF format. <i>Site/building license; \$699 for all five CDs or \$199 each.</i></p>
	<p>Competitive Advantage is a colorful 5-CD series that teaches students to self-manage, organize, communicate, serve customers, and work in teams. Students explore work readiness skills and characteristics required on the job. Each CD contains four colorful, eight-page lessons in PDF newsletter format. Each lesson contains articles, recommendations and self-assessment, plus critical thinking and problem-solving activities.</p> <p>CD I: Reading and Writing; CD II: Customer Service; CD III: Self-Management; CD IV: Organizing Advantage; CD V: Teamwork. <i>Site/building license; \$499 for all five CDs or \$159 each.</i></p>
	<p>Educating with Comics is an entertaining way to introduce a new work-related topic, emphasize a point, or summarize a lesson. The comics provide an effective and memorable way to teach work ethics, responsibility, attitude, customer service, communication, teamwork, time management, and more.</p> <p>Comics are delivered on CD in PDF format, one per page; 20 comics per work-related topic. Two series available. <i>Site/building license; \$359 per series or \$99 per topic.</i></p>

WORKPLACE ETHICS

 	<p>The all-new It's for Real Workplace Ethics Series III and IV meet teachers' requests to add to the popular It's For Real Series I and II. Series III and IV are NEW in every way - new characters, new stories, new dilemmas, new activities, and new Instructor's Guides. Featuring five typical young employees who face ethical dilemmas in their part-time jobs, the lessons ask your classes to help them find solutions to their ethics concerns. Series III focuses on ethics of the employee while Series IV targets ethics of the employer and co-workers.</p> <p>It's for Real Workplace Ethics Series I and II feature the ethics that employers say are key to employee success. The lessons follow five teen friends who encounter ethical dilemmas in their part-time jobs. Students read the dilemmas and answer the question "What would you do?"</p> <p>Each series contains 16 lessons with activities and an Instructor's Guide. Series I and II are available in narrated, interactive CD. Series III and IV are available in both newspaper format and narrated, interactive CD. Price is per series. <i>Paper version (30 student copies of each lesson): \$595; CD Site/building license: \$695.</i></p>
	<p>Reality Workplace Ethics for older youth and adults follows five adult employees as they encounter ethical problems in their jobs. Lessons are set against a backdrop of adults' real life and work, where family needs and priorities must be balanced with work. Cultural diversity is built into each story through characters of different ethnic and racial backgrounds. The eight issues are available in a newspaper-like format. Each set includes 20 student copies of each issue as well as an Instructor's Guide. <i>\$295 per set.</i></p>

LIFE SKILLS AND CAREER EXPLORATION



Connecting Life and Careers lessons establish the connection of life satisfaction, career success, and decisions made during the school years. Ideal for middle school or early high school courses. Standards-based topics covered include identifying choices that could impede a successful transition to adulthood, analyzing the impact of education on lifetime earnings and lifetime satisfaction, and evaluating personal strengths and weaknesses.

Twelve lessons in reproducible PDF format on CD. *Site/building license; \$159.*



Learning About Careers provides 32 standards-based lessons in 16 career clusters. These short lessons (6-8 pages) are easy to use and motivating for students. By assuming the role of an employee in each targeted career, students tackle typical work readiness and academic tasks found in a day's work. Each lesson includes a personal budget activity based on expected career earnings in that field and additional resources for further exploration.

Learning About Careers lessons are on CD in reproducible PDF format. *Site/building license; \$349.*

INTEGRATION OF CAREERS AND ACADEMICS

Newly Revised!



Hands-on-Academics, ed. 2 offers an easy way to link academics to careers. The series can be ordered in three different ways: by career pathways, applied academic area, or general careers. Most CDs are available in sets of 18 career lessons – each packed with 30-40 pages of career information and motivating math, English, science, and social studies activities, plus exercises in critical thinking, workplace interpersonal relationships, and more. Links to further resources are also provided.

Hands-on-Academics lessons are in interactive and reproducible PDF format on CD. *Site/building license; CDs from \$149 to \$2959.* Visit our website for details on the many ordering options.

Newly Revised!



Career Launcher, ed. 2 introduces students to 300 careers (60 new careers in this edition). Four applied academic activities for each career indicate the type of work students can expect to perform. This colorful, appealing, interactive curriculum, which is based on O*Net and Occupational Outlook Handbook information, is ideal for middle school and early high school. Each career lesson shows an employee at work and can be accessed in three ways: by career title, academic subject, or level of education required.

For easy navigation, careers are grouped into six pathways that include 16 careers clusters. Interactive PDF on CD. *Site/building license; \$1295.*



A Lesson A Day is excellent for making effective use of short blocks of instructional time or for substitute teachers. Each CD includes 40 integrated lessons of approximately 10-15 minutes in length. Students are directed to explore the relationship of academics to a wide variety of careers. CD I integrates Math and Science lessons, while CD II focuses on English, Communications, Ethics and Social Studies.

Available on CD in reproducible PDF format; *Site/building license; \$199 for both CDs or \$139 each.*

PERSONAL FINANCE



Managing Your Money introduces students to the practical and challenging aspects of spending, budgeting, banking, borrowing, and financial planning. Arranged as simple tips with discussion and examples, the lessons are interesting and easy to follow. Each lesson includes a True/False assessment and an activity.

The lessons are on CD in reproducible PDF format (site/building license). CD I covers Spending and Budgeting and CD II covers Banking, Borrowing, Saving, and Financial Planning. *Site/building license; \$359 for both CDs or \$199 each.*

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