

Communication Skills

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LAP Modules

Make It a Win-Win (Negotiation in Business)
It's all about getting what you need or want. Learn how to apply the negotiation skills and strategies that will help you successfully negotiate a win-win situation at work. ©2007. Recommended: HS/PS
LAP-EI-008C-SP-4...\$43.95
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Listen Up
Showing students the benefits and techniques to the active-listening process. ©2005. Length: 20. Recommended: MS/HS
LAP-QS-001C-4...\$25.00 (Member: \$20.00)

More Than Just Talk
Help students understand what effective communication is and the techniques of achieving it. ©2006. Length: 26. Recommended: MS/HS
LAP-QS-025C-4...\$25.00 (Member: \$20.00)

Well Said!
Assist students in preparing and giving an effective oral presentation. ©2005. Length: 28. Recommended: MS/HS
LAP-QS-009C-4...\$25.00 (Member: \$20.00)

DVDs

New! Communication in a Wired World: Be Smart, Be Safe

Explore skills for communicating smartly across many digital technologies; how multitasking affects learning and work; and how online posts can become skeletons in a digital closet causing school expulsions, destroying college admissions, and blowing job offers. ©2009. Length: 20. Recommended: HS.

DVD-09-013-4...\$99.00
(Member: \$94.05)

New! When the Phone Rings: Telephone Skills for Better Service

When the phone rings, your employees have only a few seconds to set a tone—to communicate that your company listens to customers and gives them what they need—every single time they call. Those who answer the phones are speaking for everyone in the company. Make sure they have training. ©2009. Length: 20. Recommended: HS/PS.

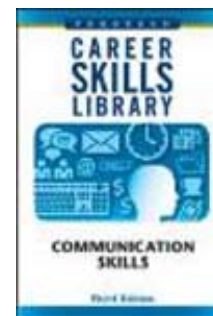
DVD-09-172-4...\$159.00 (Member: \$151.05)



Reference Books

Revised! Career Skills Library:

Communication Skills; 3rd Ed.
[Hardcover] Knowing how to communicate clearly and effectively in the workplace is one of the keys to career success. This book focuses on the importance of solid speaking, writing, listening, and conversational skills for thriving in the workplace. Coverage also includes techniques for conducting structured and productive meetings. True-or-false quizzes in every chapter have been added, as well as a new appendix of helpful Web sites, and useful facts and statistics to help readers with their communication skills. ©2009. Length: 176. Recommended: MS/HS
RB-09-030-4...\$25.95 (Member: \$24.65)



Revised! Career Skills Library: Research and Information Management ; 3rd Ed.
[Hardcover] In today's information age, it is easy to feel bewildered by the vast amount of data that is readily available. The importance of research and knowing how to analyze information is essential in many careers. Research and Information Management, Third Edition helps students learn how to acquire and manage all types of information. Coverage includes the different ways of approaching research and information management with special box features, a new appendix of Web sites, true-or-false quizzes in every chapter, and much more. ©2010. Length: 168. Recommended: MS/HS
RB-10-012-4...\$25.95 (Member: \$24.65)

Communication Skills

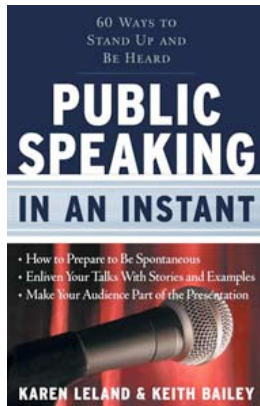
Reference Books (Continued)

New! Public Speaking In an Instant

Whether it's leading a brainstorming meeting for a staff of five or giving a keynote speech to an audience of 5000, public speaking with confidence and competency is an essential skill for success. Unfortunately, many people feel uncomfortable and even afraid when it comes to standing up and delivering a presentation. The popular comedian Jerry Seinfeld once joked that because Americans' fear of public speaking was on par with their fear of death, at a funeral most people would rather be in the casket than giving the eulogy.

Public Speaking In An Instant shows the reader how to make all their presentations professional, polished, and painless. The book provides time-proven techniques on writing an engaging presentation, developing an interactive style, reading and responding to an audience, and making the most of visual aids. ©2009. Length: 160. Recommended: HS/PS

RB-09-133-4...\$11.99 (Member: \$11.40)



PowerPoints by CEV

These products are produced by CEV Multimedia and have not been reviewed by MBAResearch. Your satisfaction is guaranteed with ALL products purchased from MBAResearch. Additional, professionally produced PowerPoint presentations are listed with individual LAP modules.

Advertising with Billboards

This presentation provides a description of the advertising medium known as outdoor media, which includes billboards. It relays important information regarding the growing popularity of billboards as an advertising medium. It provides an in-depth description of each individual type of billboard available, and provides an outline of the processes involved in advertising through billboards. ©2009. Length: 45. Recommended: HS

PPT-09-105-4...\$59.00 (Member: \$56.05)



Business Letters and Memos

This presentation describes when to use a letter versus a memo, and the purpose of each. Also, it illustrates how to format the different documents in order to attain the most effective response. ©2009. Length: 38. Recommended: HS

PPT-09-026-4...\$59.00 (Member: \$56.05)



Business Reports and Newsletters

Clear communication within and outside an organization is an important factor in operating a business. In this presentation, students will recognize the differences between Business Reports & Newsletters and learn what information should be included in each. To promote clarity of information when reaching an audience, the format for each document is also examined. Additionally, different modes of distribution are discussed to illustrate the effectiveness of various delivery methods. ©2009. Length: 32. Recommended: HS

PPT-09-024-4...\$59.00 (Member: \$56.05)

Cover Letters and Resumes

The first step in applying for a job is presenting your résumé, something which is daunting to many high school students. This presentation shows students that creating a résumé and cover letter does not have to be intimidating, while still stressing the importance of these two documents. Proper formatting is also discussed and students will identify the steps needed to create these vital documents. ©2009. Length: 30. Recommended: HS

PPT-09-027-4...\$69.00 (Member: \$65.55)

PowerPoints (Continued)

Designing Radio Ads

This presentation will provide a general background of the traditional advertising medium, radio. It gives the details necessary for students to learn how to purchase and schedule a radio advertisement, and provides them with effective design techniques. ©2009. Length: 38. Recommended: HS

PPT-09-104-4...\$59.00 (Member: \$56.05)



Fundamentals of Radio Broadcasting

Radio scripts, "on-air" broadcasting techniques, editing and media outlets are all discussed in this presentation. Students will not only explore the history and impact of the radio industry, but will discover the essential elements of an effective radio show and live

broadcast. The difference between AM, FM, XM and Sirius radio signals is also explained. ©2009. Length: 61.

Recommended: HS

PPT-09-109-4...\$59.00 (Member: \$56.05)

New! Fundamentals of Television Broadcasting

Take part in this exciting and modern approach to television broadcasting. Discover the history, trivia and strategies behind the world's largest media outlet. Examine the creative production and camera techniques used to produce a news or film-based broadcast. Distinguish between analog, digital, cable and satellite programming while examining the role of script writing, special effects, sound and technology in successful programming. Learn how you too can be part of the television industry. ©2009. Length: 94. Recommended: HS

Length: 94. Recommended: HS

PPT-09-107-4...\$59.00 (Member: \$56.05)



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