

bio tech

50 new "how to"
teaching modules
for the life sciences

Teaching important laboratory skills and techniques is a big job. Demonstrations help, but don't always do the job — they're time-consuming and costly. All too often some students just don't have the opportunity to see, understand and then "do".

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THE BIRTH OF WRITING—Robert Claiborne and the Editors of Time-Life Books—Time-Life Bks, 1975, 160 p., color and b&w photographs, drawings, map, \$5.95. From Egyptian hieroglyphs to the Greek alphabet, the book shows the conditions in various regions of the world that fostered the development of human script and literacy.

CHILDREN OF SIX CULTURES: A Psycho-Cultural Analysis—Beatrice B. and John W. M. Whiting with Richard Longabaugh—Harvard U Pr, 1975, 252 p., photographs, diagrams, tables, \$10. Explores the effect of learning environments upon the social behavior of 134 young children observed in Kenya, Okinawa, Mexico, India, the Philippines and the U.S.

EDUCABILITY, SCHOOLS AND IDEOLOGY—Michael Flude and John Ahier, Eds.—Wiley, 1975, 220 p., \$14.50. Examines and criticizes new developments in the sociology of educa-

tion, in particular the sociology of the curriculum, the relationship between social scientists and educators.

THE FUTURE: Human Ecology and Education—Edward A. Sullivan—ETC Pubns, 1975, 154 p., illus., \$8.50. Discusses selected research in the area of chemical, medical and biological methods of communication and mind control.

HOW TO HELP YOUR CHILD GET THE MOST OUT OF SCHOOL—Stella Chess, M.D. with Jane Whitbread—Doubleday, 1975, 300 p., \$7.95. Child psychiatrist writes informally about the parents' function as teachers during the child's early years, how to reinforce the child's natural desire to please by encouraging him to work at his own best pace.

VIOLENCE AND VICTIMS—Stefan A. Pasternak, M.D., Ed.—Spectrum (Halsted Pr), 1975, 215 p., \$14.95. Brings together creative and tested methods of the evaluation and treatment of dangerous persons and the victims of violent crime, from prediction of dangerousness to dealing with the phenomenon of anger.

WHY INFORMATION SYSTEMS FAIL—Henry C. Lucas, Jr.—Columbia U Pr, 1975, 140 p., diagrams, tables, \$11. Presents a descriptive model of computer-based management information systems in the context of the organization and tests the model with empirical data from six studies involving 2000 users in 16 organizations.

New Products

An elementary school science program called Concepts in Science includes textbooks, curricula and a variety of optional materials including laboratory sets and audio-visual materials. Lessons are brief, organized for teacher support while allowing for variations in learning speed.

Harcourt Brace Jovanovich Inc.

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Aviation/Aerospace education planning guide includes both whys and hows of developing such courses at the high-school level. Free.

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Union Carbide Corp.

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Science Related Materials Inc.

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Vanishing wildlife is the subject of a variety of educational materials including a filmstrip on manatees and a unit devoted entirely to whales.

Endangered Species Productions

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Painless metrification and an awareness of ecology are among the goals of a series of games and teaching programs described in two catalogs, Act I for elementary schools and Act II for secondary schools. Other subjects include evolution, the elements and the basics of chemistry.

Damon Corp.

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Modular microscope system, priced for school use, includes dual-observation heads, phase and interference contrast attachments, photographic equipment, a projection screen and a variety of stages.

Olympus Corp. of America

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Career Education in the Secondary School is a new book directed at administrators, teachers, counselors and program directors. Also available is a Career Education Learning System consisting of 150 "learning units" aimed at integrating career education with classroom curricula from kindergarten through grade 12.

Educational Properties Inc.

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Environmental education manual is a six-volume series containing more than 300 activities for students at different grade levels, one of whose co-editors is William Stapp, UNESCO director of Environmental Ed.

Dorothy A. Cox

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Cube-O-Grams are interlocking cubes, each one centimeter on a side and weighing one gram, designed to aid metric studies of mass, volume, length and density. A free 20-cube sample includes a teacher's guide.

Ohaus Scale Corp.

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