

# BASIC VOCATIONAL EDUCATION



## Cosmetics series:

*Kosmetik* covers the complete learning needs of students taking the beautician's final examination. The books convey scientific, anatomical and dermatological basics and specialised know-how. Each treatment is explained step-by-step with illustrated instructions. The volume *Acquisition, Consultation, Sales* deals with the necessary business skills. The volume is highly illustrated and includes in-depth explanations.

### Cosmetics 1 – Assessment, Cleansing, Skin Care

344 pages, hardback  
4 50 112 28.50 €

### Cosmetics 2.1 – Skin care, Massage, Colour Cosmetics

320 pages, softback  
4 551 655 18.50 €

### Cosmetics 2.2 – Skin care, Massage, Colour Cosmetics

232 pages, softback  
4 551 663 18.50 €

### Cosmetics 3 – Acquisition, Consultation, Sales

232 pages, softback  
4 50 139 23.50 €

(Cornelsen)



## Hair & Beauty

The *Hair & Beauty* materials pack is aimed at all hairdressing trainees. It is ideal for both self-study and as supplementary classroom material. Trainees can also use it as a reference work during their practical salon training.

Practical information on hairdressing is provided in an easy-to-understand format, and includes the basics of hair and skin structure, hair and skin condition, hygiene requirements and legal information relating to hairdressing as a career.

The main subject areas are

- problem-based client situations
  - client relations
  - theoretical scientific principles
  - practical information on hairdressing.
- A wide range of exercises complement the material.

### Hair & Beauty Student's book 1

248 pages, softback  
4 558 188 18.50 €

### Hair & Beauty Student's book 2

200 pages, softback  
4 558 380 18.50 €

### Hair & Beauty – Marketing and Economics

200 pages, softback  
4 558 196 23.95 €

### Hair & Beauty – teacher's book

download only  
4 558 218 16.50 €

### Hair & Beauty – Basic Knowledge Mathematics

144 pages, softback  
4 502 444 18.50 €

### Hair & Beauty – Examination Trainer

approx. 200 pages, softback  
4 558 200 19.95 €

(Cornelsen)



## In guten Händen

### (In Good Hands)

Nurse training is undergoing worldwide change. Social and health policy changes (demographic changes, healthcare prevention and prophylaxis measures, financial cutbacks and technological advances) have also had an influence on the curriculum planning for nursing programmes.

*In Good Hands – Health and Nursing Care/ Health and Child Nursing* supports teachers, trainers and student nurses in this process.

It provides a multidisciplinary description of the fundamentals of this complex occupation and at the same time the workbooks with their innovative phenomenological concept provide students with support in their personal and professional development through reflection and orientation towards practice.

The series *In Good Hands – Geriatric Nursing* is based on the same concept. Here the specific contents of the newly-designed geriatric nurse training curriculum are dealt with, including recognition and evaluation of the special needs of an aging population and concepts for the care of the elderly.

For example:

### In Good Hands Volume 1 Health and Nursing Care Theory

672 pages, numerous illustrations  
hardback  
453 022 40,95 €

(Cornelsen)



## Pflegiothek (Care-o-theque)

Pflegiothek is a care manual and the ideal companion for those working or training in the areas of nursing-, invalid- and geriatric care.

Features:

- easy-to-understand translations and explanations of medical and nursing terms.
- abbreviations, reference values and calculations
- colour illustrations explain complex topics

Ideally suited as a handy reference work for quick consultation during a hectic working day.

208 pages, plastic binding, numerous illustrations  
4 551 612 16.95 €

### Avoiding Stress and Burnouts

192 pages, hardback  
4 551 879 16.95 €

### Case and Care Management

240 pages, hardback  
4 503 298 16.95 €

### Dementia

224 pages, hardback  
4 551 855 16.95 €

### English for Nurses

192 pages, hardback  
4 551 763 16.95 €

### Eating and Drinking

224 pages, hardback  
4 551 770 16.95 €

### Quality Management

176 pages, hardback  
4 551 732 16.95 €

(Cornelsen)



## Fremdsprachen in der Zahnarztpraxis

### (Foreign Languages in the Dental Practice)

No fear of foreign dental patients! This book provides trainee dental assistants with foreign language training especially tailored to the requirements of the dental practice. It provides step-by-step guidance in the form of typical dialogues and phrases in English for everyday situations, from reception duties to X-rays. A glossary of the most important phrases is also provided in Turkish, Russian, Polish, French, Spanish and Arabic. The book therefore fulfills its aim: the learners have 'no fear of foreign dental patients!'

72 pages, spiral-bound  
4 500 105 18.50 €

### Foreign Languages in the Medical Practice

112 pages, spiral bound  
4 500 594 18.50 €

(Cornelsen)



## Qualifying for Media Professions

This series focuses on the core knowledge required for media professions. Detailed manuals deal with the issue of switching careers, provide useful guidelines and discuss current aspects of careers in the media field.

### Manual of Visual Media Design

Fifth edition  
237 296 39.95 €

### Manual of Media Management

236 256 29.95 €

### Writing for Digital Media

237 180 12.95 €

### Communication Policy

3rd edition  
238 217 19.95 €

### 34 Case Studies Advertising and Communication

238 224 18.95 €

### Creating Concepts

238 279 12.95 €

### Project Management for Media

238 293 12.95 €

### Usability as a factor of success

237 692 12.95 €

### **NEW** Copywriting

239 276 12.95 €

### **NEW** Developing Content for Media

239 122 22.95 €

### **NEW** Image editing and artwork

239 191 19.95 €

(Cornelsen Scriptor)



**NEW Automobilkaufleute**  
**(Automobile Sales Professionals)**

This newly-developed and practically-orientated series covers all of the required content for training courses leading to the officially recognised German qualification *Automobilkaufmann/Automobilkauffrau* (Automobile Sales Professional) For each of the three years of training there is a different textbook, workbook with learning situations and collection of teachers' material:

- The *Textbooks* provide all of the necessary specialist content required for the German Chamber of Commerce and Industry (IHK) examinations and explain each subject area using examples, overviews and illustrations to help students work with and learn the theory.
- The *Workbooks* provide numerous practically orientated and task-based learning situations based on the model company Autoland Murschall GmbH. Tasks and worksheets, as well as additional English situations, complete the package.
- The *teachers' materials* contain all of the solutions and suggested answers to the learning situations, exercises, and worksheets from the workbooks.

For example:  
**Textbook and Workbook 1**  
 376 + 312 pages, softback  
 4 503 564 37.95 €  
 (Cornelsen)



**NEW Industriekaufleute**  
**- Neubearbeitung**  
**(Industrial clerkship and administration - new revised edition)**

This practically-orientated series for those training for the German industrial administration qualification „Industriekaufmann/Industriekauffrau“ offers the following for each of the three years of the course: a course book (student's book), a workbook with learning situations and a teacher's handbook.

The *workbooks* determine the direction of study during task based classes. Starting with a work situation (e.g. a business letter requiring action), learners learn inductively with the assistance of the specialist information provided. They are then able to complete the task required by the situation (e.g. a letter in response, a presentation, a decision). Additional worksheets and tasks help to secure learning success. Teachers act as facilitators during this self-determined learning process, assist weaker students, and encourage stronger students to complete more demanding tasks. The series may of course also be used in teacher-centred training. With the help of the workbooks, the material may be practised individually or as group work.

For example:  
**Textbook 1**  
 536 pages, softback, CD-R  
 4 504 943 29.00 €  
 (Cornelsen)



**Grundwissen Wirtschaft**  
**(Economic Fundamentals)**

This series is tailored to learners who would like to gain a qualification through further education. It supplements its practically oriented content with the kind of fundamental economic knowledge required in many professions in the commerce, services and industrial trade sectors: Compact presentation and exercises with solutions support targeted preparation for examinations.

<b>Marketing</b>	
238 194	9.95 €
<b>Consultation and Sales</b>	
237 350	9.95 €
<b>Distribution</b>	
237 494	9.95 €
<b>Commercial Accounting</b>	
237 252	9.95 €
<b>Bookkeeping for the Industry</b>	
237 457	9.95 €
<b>Bookkeeping for Commercial Trade</b>	
237 463	9.95 €
<b>Collection of Economic Formulas</b>	
237 593	9.95 €
<b>Office Economics</b>	
237 487	9.95 €
<b>NEW Tasks for Economics</b>	
238 903	12.95 €
<b>NEW Leadership</b>	
238 897	12.95 €
<b>NEW Tasks for Bookkeeping</b>	
238 910 (Sept. 2011)	12.95 €
<b>NEW Human Resources Management</b>	
238 927 (Sept. 2011)	12.95 €
<b>NEW Economics 3rd edition</b>	
240067	9.95 €

(Cornelsen Scriptor)