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WORKPLACE WISDOM CATALOG

Offering Books, Booklets, Brochures; Posters; Video, Audio & CD Training Programs; Manuals; and Reproducible Copy & Art. Includes Ergonomics, Occupational Health & Safety, Healthy Lifestyle, HR, Employee Incentives, Customer Service Responders.

The Workplace Wisdom Catalog is the brainchild of direct marketer Ron Kilius, who has worked tirelessly for five years to collect the hundreds of titles, media and product for this unique catalog. His target markets are the supervisors, managers, and business owners of companies with 50+ employees. He offers them a direct way to provide important employee training and motivation programs that emphasize the human and humane elements of work.

Created especially as a direct marketing powerhouse, the Workplace Wisdom Catalog was targeted to the job titles shown below in the selects. Average order size exceeds \$150. These active responders have shown their interest in these products by repeated purchases and commitments. Books, tapes, CDs and other products range in price from \$15 books to \$395 programs. Most buyers have responded multiple times to fulfill their annual needs.

1	OCCUPATIONAL HEALTH & SAFETY	18,260
2	HEALTH SERVICES/HEALTHY LIFESTYLES	2,077
3	HR MANAGERS & DEPARTMENTS	11,084
4	MOTIVATIONAL POSTERS	5,138
5	CUSTOMER SERVICE TRAINING	11,630
6	REPRODUCIBLE COPY & ART	6,742
7	PERSONAL SKILLS DEVELOPMENT	9,763

Minimum Order 5000 addresses. All records 12 months or less. Updated quarterly. Brokers welcomed.

Base Price: \$110/M

E-Mail/FTP: \$50

Key Coding: \$5/M

3-Months: \$15/M

6-Months: \$10/M

Selects (Geo/Gender): \$5/M