

Originally Processed With FOIA(s):
S

FOIA Number:
S

FOIA MARKER

**This is not a textual record. This is used as an
administrative marker by the George Bush Presidential
Library Staff.**

Record Group/Collection: Donated Historical Materials
Collection/Office of Origin: Frieden, Lex, Collection
Series: Printed Materials
Subseries: Manuals

OA/ID Number: 52100
Folder ID Number: 52100-008

Folder Title:
"Marketing Bibliography" [1983]

Stack:

Row:

Section:

Shelf:

Position:

National Rehabilitation Information Center

NARIC

REHABDATA

Marketing

BIBLIOGRAPHY

NARIC

4407 Eighth Street, N.E., Washington, D.C. 20017, (202) 635-5822

EXPLANATION OF NARIC REHABDATA BIBLIOGRAPHY

REHABDATA bibliographies are prepared with the aid of an online computer system. All documents listed in the bibliography are available in the NARIC special library. Copies of NIHR/RSA documents can be ordered directly from NARIC. Reference materials and journal articles under copyright cannot be copied. NIHR and RSA call numbers (CN) begin with a zero (00741). Journal call numbers begin with a J (J0417) and Reference call numbers begin with an R (R1712). For further information or assistance contact a NARIC Information Specialist at (202) 635-5822.

SAMPLE CITATION

AN 76-01-X03972 06360
TI LEARNING TO LIVE WITH DISABILITY: A GUIDEBOOK FOR FAMILIES
AU DeBro, D.
IN Institute for Information Studies VA.
SO 90p.
RN NIHR 22-59236.
CN 03972
YR 1980 C.
DE Family Life. Advocacy. Psychological Aspects. Adjustment. Community Resources.
AV MICRO CORP AMER FL 4.
AB Guidebook written for families with disabled members to help build awareness, cope with stress and provide information on advocacy issues and methods. Explains services system and where to go for help. Topics include discussion of emotional reactions to disability, dependency, independence and interdependence, and using agencies effectively. Provides list of national resources.

- AN--Accession Number is a computer assigned record identification number.
TI--Title of document or journal article.
AU--Author/s.
IN--Institution/Organization of grantee or author. Includes two-letter U.S. state code or name of country.
SO--Source of imprint giving publisher information and number of pages.
RN--Report Number which shows sponsoring agency code, grant or contract number. May also show Library of Congress classification number.
CN--Call Number is NARIC shelf number. Also shows format for nonprint materials, e.g., film.
YR--Year of publication and copyright © designation. A \$ is used to indicate an approximate year of publication.
DE--Subjects are chosen from the controlled vocabulary in the *Thesaurus of NARIC Descriptors*.
AV--Availability shows NTIS (National Technical Information Service) microfiche number or Microfilm Corporation of America (MICRO CORP AMER) microfiche number and indicates journal format.
AB--Abstract written by NARIC Information Specialist.

NARIC is funded by the National Institute of Handicapped Research, U.S. Dept. of Education, Washington, D.C., Contract #300-83-0006, FY 82-83.

1200 ROUTE 7
LATHAM, NEW YORK 12110

* * * * * * * * * * * *
 * * * * *
 * * * * *
 * * * * * * * * * * * * * * *
 * * * * *
 * * * * *
 * * * * *
 * * * * * * * * * * * * * * *
 * * * * *
 * * * * *
 * * * * * * * * * * * * * * *

**
**
**
**
**
**
**
**
**
**
**
**
**

MARKETING

THIS OFFLINE BIBLIOGRAPHY HAS BEEN PREPARED FOR:

DATE : 09/14/83

AN 82-03-X01344 04347.
TI ADAPTING THE RANDOLPH - SHEPPARD VENDING STAND PROGRAM TO THE
ADVANCES OF AUTOMATION: FINAL REPORT AND OPERATION MANUAL: 2V.
AU GAMBARO, S A.
IN DEPARTMENT OF VOCATIONAL REHABILITATION DC.
SD 14P. 47P.
RN RSA RD-01626-001.
CN 01344.
YR 1968.
DE MARKETING. LEGISLATION. VISUAL IMPAIRMENTS. HANDBOOKS.
AV PB-206422 PB-206423 14P. MICRO CORP AMER 749, 750.

AN 83-04-XJ0470 02062.
TI CAN DISABLED THINGS GO BETTER WITH COKE: DISABLED USA WINTER, 1982,
P 8-11.
AU GORSKI, R.
IN PRESIDENT'S COMMITTEE ON EMPLOYMENT OF THE HANDICAPPED DC.
RN REF.
CN J0470.
YR 1982.
DE SPORTS. PUBLIC RELATIONS. ARTS. MARKETING. CAREERS. EMPLOYMENT
SUCCESS. HANDICAPPED EMPLOYEES.
AV JOURNAL.
AB ARTICLE PRESENTS EXAMPLES OF EMPLOYMENT OF DISABLED INDIVIDUALS IN
COMMERCIAL ADVERTISING. JIM WORTH, SELECTED AS THE TRAVELING
AMBASSADOR FOR THE NATIONAL BOWLING COUNCIL, USES A WHEELCHAIR AND
CRUTCHES BECAUSE OF AN AMPUTATED LEG. KITTY O' NEIL, A MOTION
PICTURE STUNT PERFORMER, IS DEAF. RHONDA FROST, A CHILD WITH
MULTIPLE SCLEROSIS, FILMED A TELEVISION COMMERCIAL FOR MATTEL.
INCLUDES DISCUSSION OF PRINT ADVERTISING IN CANADIAN SEARS AND
ROBERT SIMPSON COMPANY CATALOGS USING DISABLED MODELS AND DISCUSSION
OF CLOSED CAPTIONING OF TELEVISION COMMERCIALS. INCLUDES
PHOTOGRAPHS.

AN 80-03-R00207 00213.
TI COMPLETE MARKETING MANUAL FOR SHELTERED WORKSHOPS.
AU MALONE, E A JR.
IN MALONE ASSOCIATES NJ.
SD 141P.
RN REF.
CN R0207.
YR 1977 C.
DE MARKETING. HANDBOOKS. SHELTERED WORKSHOPS. LEGISLATION. VISUAL
IMPAIRMENTS. CONTRACT PROCUREMENT.
AB MANUAL INTRODUCING MARKETING CONCEPT, ESTABLISHING THE POSITION OF
MARKETING DIRECTOR, MARKETING DIRECTOR IN ACTION, COMPONENTS OF THE
TOTAL AWARENESS PLAN, OVERVIEW OF MARKETS FOR SHELTERED WORKSHOPS,
JAVITS WAGNER - O'DAY PROGRAM, UNDERSTANDING THE FEDERAL MARKETS,
SUBCONTRACTING WITH INDUSTRY, PRIME MANUFACTURING PITFALLS AND

POTENTIALS, MARKETING EVALUATION CHECK LIST.

AN 83-01-R00205 00211.

TI CONGREGATE HOUSING FOR OLDER PEOPLE: AN URGENT NEED: A GROWING DEMAND.

AU DONAHUE, W T THOMPSON, M M CURREN, D J, EDS.

IN INTERNATIONAL CENTER FOR SOCIAL GERONTOLOGY DC.

SO WASHINGTON, DC: GOVERNMENT PRINTING OFFICE 221P.

RN REF.

CN R0205.

YR 1977.

DE HOUSING. LIVING FACILITIES. AGING. CONFERENCES. ARCHITECTURE. MARKETING. RESEARCH UTILIZATION. COSTS. FUNDING.

AB SELECTED CONFERENCE PAPERS FROM THE FIRST NATIONAL CONFERENCE ON CONGREGATE HOUSING FOR OLDER PEOPLE CONDUCTED BY THE INTERNATIONAL CENTER FOR SOCIAL GERONTOLOGY, NOVEMBER 11 - 12, 1975 IN WASHINGTON, DC. TOPICS INCLUDE, CONCEPT AND ROLE OF CONGREGATE HOUSING, LEGISLATION, INTEGRATING HOUSING AND SERVICES, ASSESSING THE MARKET FOR CONGREGATE HOUSING, RESEARCH UTILIZATION, MANAGEMENT, FINANCING. APPENDICES INCLUDE ANNOTATED BIBLIOGRAPHY ON CONGREGATE HOUSING, EXCERPTS FROM TESTIMONY, ROSTER OF PARTICIPANTS. SUBJECT AND NAME INDEX.

AN 82-03-X00463 03486.

TI DEMONSTRATION OF MERCHANDISING AND MARKETING HOME INDUSTRIES PRODUCTS.

AU HARRISON, W H.

IN ALABAMA SOCIETY FOR CRIPPLED CHILDREN AND ADULTS AL.

SO 28P.

RN RSA RD-00043-001.

CN 00463.

YR 1959.

DE MARKETING. HOMEBOUND. INDUSTRY.

AV PB-194916. MICRO CORP AMER 1441.

AN 82-09-X01986 04982.

TI DEVELOPMENT OF MODERN VOCATIONAL OBJECTIVES FOR SEVERELY DISABLED HOMEBOUND PERSONS: REMOTE COMPUTER PROGRAMMING, MICROFILM EQUIPMENT OPERATIONS, AND DATA ENTRY PROCESSES: A FINAL REPORT.

AU SHWURLES, T R.

IN GEORGE WASHINGTON UNIVERSITY MEDICAL REHABILITATION RESEARCH AND TRAINING CENTER DC.

SO 375P.

RN RSA 12-55077-001.

CN 01986.

YR 1973.

DE HOMEBOUND. SEVERELY DISABLED. COMPUTERS. MICROGRAPHICS. MARKETING. EMPLOYMENT.

AV PB-245320 AD. MICRO CORP AMER 1525, 1694.

AB THIS PROJECT (AUGUST, 1968 - APRIL, 1973) WAS UNDERTAKEN TO DEMONSTRATE JOB AND EARNING POTENTIAL FOR COMPETITIVE WORK OF

HOMEBOUND AND/OR SEVERELY DISABLED PERSONS WHO OTHERWISE HAVE NOT BENEFITED FROM REHABILITATION PROGRAMS AS THEY CONVENTIONALLY EXIST. DURING THE PROJECT, 6 PARTICIPANTS WERE MARRIED, 1 PURCHASED A HOME, 6 BOUGHT CARS, 10 CHANGED THEIR DEPENDENCY STATUS BY GRADUATING OUT OF THE HOME, AND 18 ARTICLES, CITATIONS, OR AWARDS APPEARED REGARDING THEM. THEY WORKED 56,000 HOURS AND EARNED \$273,000. IN THE LIFETIME OF THIS PROJECT, THREE COMPANIES WERE FORMED: A NON-EMERGENCY TRANSPORTATION SERVICE FOR THE HANDICAPPED, A MICROFILM SERVICE BUREAU, AND A DATA PROCESSING SOFTWARE COMPANY. OWNED AND MANAGED BY HOMEBOUND SEVERELY DISABLED PERSONS, THESE COMPANIES WERE DEVELOPING, PRODUCING, AND DISTRIBUTING GOODS AND SERVICES FOR THEIR COMMUNITY. ESTABLISHED BY THREE YOUNG (AGES 23-27) WHEELCHAIRBOUND MEN, THE COMPANIES EMPLOYED 47, WERE IN BUSINESS FOR 5 YEARS, AND WERE GROSSING APPROXIMATELY \$300,000 DURING THE LAST YEAR OF THE PROJECT.

AN 82-03-X01964 04960.
TI FLAME OF HOPE: A NEW APPROACH TO COMPETITIVE EMPLOYMENT OF THE MENTALLY RETARDED THROUGH PROPRIETARY PRODUCTS.
AU BLUM, SE.
IN FLAME OF HOPE, INC MA.
SO 116P.
RN RSA 12-55008-001.
CN 01964.
YR 1971.
DE VOCATIONAL REHABILITATION. EMPLOYMENT. MENTAL RETARDATION. MARKETING.
AV PB-216335. MICRO CORP AMER 1689.

AN 82-03-X01980 04976.
TI HANDEX APPALACHIAN PROJECT.
AU KATZENBACH, H.
IN HANDEX CORPORATION NY.
SO 54P.
RN RSA 12-55052-001.
CN 01980.
YR 1973.
DE DISADVANTAGED. MARKETING. ARTS. POVERTY. RURAL.
AV PB-235811. MICRO CORP AMER 1262.
AB A PROJECT (1970-1973) DESIGNED TO ESTABLISH IN THE APPALACHIAN COUNTIES OF KENTUCKY, NORTH CAROLINA, TENNESSEE, VIRGINIA, AND WEST VIRGINIA AN ASSOCIATION OF ENTERPRISES BLENDING TRADITIONAL HAND SKILLS WITH CONTEMPORARY TECHNOLOGY AND TO BECOME SELF-SUPPORTING IN 5 YEARS CONCLUDED THAT THE PROJECT WOULD REQUIRE MORE TIME AND FUNDS TO BECOME SELF-SUPPORTING THAN HAD BEEN ORIGINALLY ANTICIPATED. HAVING CONDUCTED A 3-MONTH SURVEY OF THE LOW-INCOME CRAFT PRODUCTION GROUPS IN THE 5-STATE PROJECT TERRITORY, THE STAFF EMPLOYED MORE THAN 100 WORKSHOP CLIENTS THROUGHOUT 25 WORKSHOPS FOR A PERIOD OF 6 MONTHS TO 1 YEAR. ALTHOUGH PHASEOUT OF THE HANDEX APPALACHIAN PROJECT RESULTED IN AN IMMEDIATE LOSS OF WORKSHOP INCOME AND REDUCTION OF MEANINGFUL WORK FOR THOSE WITH AN EMPLOYMENT HANDICAP, THE STAFF SUGGESTED THAT ANY COMPARABLE FUTURE PROJECT SHOULD INCLUDE A DIRECT SALES PLAN WHICH WOULD BYPASS DISTRIBUTORS AND

RETAIL OUTLETS OPERATED BY OTHERS.

AN 82-03-X01853 04850.
TI HANDEX - CATALOGUE OF DESIGN RESEARCH.
AU KATZENBACK, W.
IN AMERICAN FEDERATION OF ARTS NY.
SO 30P.
RN RSA RD-02756-001.
CN 01853.
YR 1970.
DE DISADVANTAGED. MARKETING. ARTS. POVERTY. RURAL.
AV MICRO CORP AMER 1165.

AN 82-08-XJ0469 02061.
TI IMAGE AND IDENTITY: MARKETING DISABLED ADULTS IN THE MEDIA: DISABLED
USA WINTER, 1982, P 5-7.
AU RUFFNER, R.
IN PRESIDENT'S COMMITTEE ON EMPLOYMENT OF THE HANDICAPPED DC.
RN REF.
CN J0469.
YR 1982.
DE PUBLIC RELATIONS. MARKETING. ARTS. ADVOCACY.
AV JOURNAL.
AB DISCUSSES SEVERAL PUBLIC SERVICE ADVERTISING CAMPAIGNS OF THE
PRESIDENT'S COMMITTEE ON EMPLOYMENT OF THE HANDICAPPED. STARTING IN
THE MID 1970'S THE COMMITTEE, WORKING WITH THE SCHOOL OF VISUAL ARTS
IN NEW YORK, DESIGNED MATERIALS FOR PRINT AND TELEVISION ADVERTISING
THAT FOCUSED ON INDIVIDUAL QUALITIES, RIGHTS, AND INTERESTS OF
DISABLED ADULTS. MORE RECENT CAMPAIGNS ADDRESS BOTH BUSINESS PEOPLE
AND DISABLED PEOPLE THEMSELVES, PRESENTING SUCCESSFUL DISABLED
INDIVIDUALS. INCLUDES ADVERTISING SLOGANS AND PHOTOGRAPHS.

AN 81-10-X04878 07838.
TI INNOVATIONS IN REHABILITATION: VOLUME 1, NUMBER 2, MARCH, 1979.
AU UNIVERSITY OF ARKANSAS VOCATIONAL REHABILITATION RESEARCH AND
TRAINING CENTER.
IN UNIVERSITY OF ARKANSAS VOCATIONAL REHABILITATION RESEARCH AND
TRAINING CENTER AR.
SO 21P.
RN RSA 16-56812.
CN 04878.
YR 1979.
DE RESEARCH UTILIZATION. PROGRAMS. DAILY LIVING.
DEINSTITUTIONALIZATION. PUBLIC RELATIONS. TELEVISION. PAIN.
MARKETING. PREVOCATIONAL SERVICES.
AB DESCRIBES FEATURES OF PROJECTS FUNDED THROUGH THE INNOVATION AND
EXPANSION GRANT PROGRAM (IGE) TO FACILITATE RESEARCH UTILIZATION BY
INFORMING REHABILITATION PRACTITIONERS ABOUT NEW APPROACHES TO
REHABILITATION PROBLEMS. THIS ISSUE DESCRIBES FOUR PROGRAMS: A PAIN
REHABILITATION PROGRAM IN ILLINOIS, A MULTIDISCIPLINARY EVALUATION
AND TREATMENT PROGRAM FOR PEOPLE WITH CHRONIC PAIN; PREVOCATIONAL

TRAINING FOR INSTITUTIONALIZED HANDICAPPED PERSONS IN MISSOURI, TO PROVIDE INTENSIVE LIFE SKILLS AND PREVOCATIONAL TRAINING FOR PEOPLE PREVIOUSLY INSTITUTIONALIZED BECAUSE OF MENTAL RETARDATION, EMOTIONAL DISTURBANCE, MENTAL ILLNESS OR MULTIPLE HANDICAPS; VILLAGE CRAFTSMAN, IN WISCONSIN TO DEVELOP A SELF-SUPPORTING RETAIL OUTLET TO MARKET CRAFT ITEMS MADE BY DISABLED PEOPLE; AND PUBLIC AWARENESS, IN NEW MEXICO INVOLVING A WEEKLY TELEVISION PROGRAM, "CROSSROADS COURAGE", TO INCREASE AWARENESS OF PROBLEMS AND POTENTIALS OF DISABLED PEOPLE AND TO EXPLAIN STATE AGENCY SERVICES AVAILABLE.

AN 81-02-X03660 06627.

TI LITERATURE REVIEW ON TOPICS OF URGENT RSA NEEDS AND CONCERNS:
EXECUTIVE SUMMARY.

AU PAN, E.

IN INSTITUTE FOR RESEARCH UTILIZATION DC.

SO 7P.

RN RSA 22-59019.

CN 03660.

YR 1978.

DE SHELTERED WORKSHOPS. INSURANCE. OUTCOME. INDEPENDENT LIVING.
MARKETING.

AB SUMMARIZES PROJECT TO PACKAGE AVAILABLE KNOWLEDGE ON INDEPENDENT LIVING, SHELTERED WORKSHOPS, REHABILITATION OUTCOME MEASUREMENT, AND NATIONAL HEALTH INSURANCE.

AN 80-07-X02936 05905.

TI LITERATURE REVIEW ON TOPICS OF URGENT RSA NEEDS AND CONCERNS.

AU PAN, E.

IN INSTITUTE FOR RESEARCH UTILIZATION DC.

SO 42P.

RN RSA 22-5901.

CN 02936.

YR 1978.

DE MARKETING. SHELTERED WORKSHOPS. INSURANCE. OUTCOME. INDEPENDENT LIVING.

AB FINAL REPORT DESCRIBES THE PROCESSES INVOLVED IN THE DEVELOPMENT AND DISSEMINATION OF FOUR STATE OF THE ART INFORMATION PRODUCTS CONCERNED WITH TOPICS OF URGENT NEEDS AND CONCERNS TO THE REHABILITATION SERVICES ADMINISTRATION, DHEW. REVIEWS WERE "INDEPENDENT LIVING", "SHELTERED INDUSTRIAL EMPLOYMENT", "NEW DIRECTIONS IN REHABILITATION OUTCOME MEASUREMENT", AND "PERSPECTIVES ON NATIONAL HEALTH INSURANCE AND REHABILITATION".

AN 83-04-X05391 08345.

TI MARKETING: AN APPROACH TO PLACEMENT: NINTH INSTITUTE ON REHABILITATION ISSUES: SAINT LOUIS, MISSOURI, JUNE 1982.

AU INSTITUTE ON REHABILITATION ISSUES.

IN INSTITUTE ON REHABILITATION ISSUES.

SO 156P.

RN NIHR.

CN 05391.

YR 1982.

DE PLACEMENT. MARKETING.

AB INSTITUTE ON REHABILITATION ISSUES (IRI), FORMERLY INSTITUTE ON REHABILITATION SERVICES (IRS), IS A COOPERATIVE EFFORT OF REPRESENTATIVES FROM STATE, FEDERAL AND PRIVATE SECTOR VOCATIONAL REHABILITATION TO IDENTIFY ISSUES IN REHABILITATION, TO DEVELOP METHODS AND PRODUCE MATERIALS TO AID IN RESOLVING THESE ISSUES. TOPICS ARE PRESENTED AND CRITIQUED AT AN ANNUAL MEETING AND THEN REVISED, PRINTED AND DISTRIBUTED. NINTH INSTITUTE WAS SPONSORED BY UNIVERSITY OF WISCONSIN-STOUT. DESCRIBES MARKETING AS A PLACEMENT TECHNIQUE. CHAPTERS DISCUSS AN OVERVIEW, MARKETING STRATEGIES INCLUDING COMMUNICATION AND CHANNEL STRATEGIES, LABOR AND THE MARKETING CONCEPT AND IMPLICATIONS FOR VOCATIONAL REHABILITATION AGENCIES. APPENDICES DESCRIBE AMERICAN STATISTICAL INDEX, EMPLOYER ACCOUNT SYSTEMS, FINANCIAL INCENTIVES TO HIRE THE HANDICAPPED, AND MYTHS AND FACTS ABOUT HIRING THE HANDICAPPED.

AN 82-03-X00729 03745.

TI MARKETING HANDBOOK FOR SHELTERED WORKSHOPS.

AU KIRKPATRICK, G A.

IN UNIVERSITY OF NORTH CAROLINA NC.

SO 266P.

RN RSA RD-00477-001.

CN 00729.

YR 1982.

DE MARKETING. HANDBOOKS. SHELTERED WORKSHOPS.

AV PB-197227. MICRO CORP AMER 80.

AN 82-03-X01869 04866.

TI MULTI-HANDICAPPED BLIND PERSONS CAN WORK.

AU RUSALEM, H RICHTERMAN, H.

IN NATIONAL INDUSTRIES FOR THE BLIND NY.

SO 75P.

RN RSA RD-02819-001.

CN 01869.

YR 1972.

DE VISUAL IMPAIRMENTS. SEVERLY DISABLED. MARKETING. SHELTERED WORKSHOPS.

AV PB-235013. MICRO CORP AMER 1180.

AN 82-12-XJ1002 02593.

TI NEW TECHNOLOGIES: DRAMATIC ADVANCES FOR DISABLED PERSONS: DISABLED USA VOL 4 NO 6 1981, P 16-18.

AU CAMPBELL, J.

IN PRESIDENT'S COMMITTEE ON EMPLOYMENT OF THE HANDICAPPED DC.

RN REF.

CN J1002.

YR 1981.

DE TECHNOLOGY. DEVICES. DEVICES DESIGN. ENVIRONMENTAL CONTROL. PROSTHETICS. COMMUNICATION DEVICES. COSTS. MARKETING.

ELECTRONICS. BIOENGINEERING. REHABILITATION ENGINEERING. COMPUTER

APPLICATIONS.

AV JOURNAL.

AB DISCUSSES NEW TECHNOLOGY AND PRODUCTS AVAILABLE FOR DISABLED PEOPLE, INCLUDING ARTIFICIAL ORGANS SUCH AS THE HEART, A LEFT VENTRICLE ASSIST DEVICE, A MICROELECTRONIC IMPLANT TO RESTORE BLADDER CONTROL, ELECTRONIC EARS, AND THE DEVELOPMENT OF ELECTRONIC EYESIGHT; THE BOSTON ARM, AN ARTIFICIAL ARM THAT USES THE WEARER'S OWN MUSCLE SIGNALS FOR CONTROL; AN ELECTRONIC KNEE OPERATED BY MICROCOMPUTER; BRAIN OPERATED PROSTHESES; VOICE SYNTHESIZERS OPERATED BY EYE MOVEMENT; AND ENVIRONMENTAL CONTROL SYSTEMS (ECS) THAT ALLOW SEVERELY DISABLED PERSONS TO OPERATE PERSONAL AND HOUSEHOLD APPLIANCES. COSTS AND MARKETING OF THESE PRODUCTS ARE ALSO DISCUSSED. INCLUDES DRAWINGS OF SEVERAL DEVICES.

AN 82-07-XJ0463 02055.

TI 'NUMEROUS PROBLEMS' IMPEDE DEVELOPMENT OF TECHNOLOGY FOR DISABLED
OTA SAYS: HANDICAPPED RIGHTS & REGULATIONS VOL 3 NO 10 MAY 18, 1982,
P 76.

SO SILVER SPRING, MARYLAND: BUSINESS PUBLISHERS.

RN REF.

CN J0463.

YR 1982 C.

DE TECHNOLOGY. RESEARCH. DEVICES. BUSINESS. EVALUATION. CONSUMERS.
MARKETING.

AV JOURNAL.

AB DISCUSSES AN OFFICE OF TECHNOLOGY ASSESSMENT (OTA) REPORT ENTITLED
"TECHNOLOGY AND HANDICAPPED PEOPLE." ACCORDING TO THIS ARTICLE THE
REPORTS RECOMMENDS A CHANGE IN THE GOVERNMENT'S HANDLING OF RESEARCH
AND DEVELOPMENT OF TECHNOLOGY TO AID DISABLED PERSONS. PROBLEMS
INCLUDE AN ILL-DEFINED DISABILITY MARKET, THE LOW ECONOMIC STATUS OF
USERS, LACK OF PRIVATE INTEREST IN PRODUCING PRODUCTS THAT DO NOT
APPEAR MARKETABLE, PRODUCT LIABILITY, THE REIMBURSEMENT SYSTEM FOR
DEVICES PROVIDES DISINCENTIVES TO MARKETING, NO FORMAL MECHANISMS
EXIST TO LINK RESEARCH INVESTMENT TO THE PRODUCTION AND DISTRIBUTION
NEEDS OF THE MARKETPLACE, AND THE LACK OF EVALUATION DATA ON
PRODUCTS FOR CONSUMERS.

AN 76-01-X02579 05552.

TI PRODUCTION AND MARKETING STRATEGY FOR PROTOTYPE DEVICES DEVELOPED
UNDER THE REHABILITATION ENGINEERING PROGRAM.

AU NEWELL, W L.

IN ELECTRONICS INDUSTRIES FOUNDATION DC.

SO 69P.

RN RSA 23-57962.

CN 02579.

YR 1978.

DE REHABILITATION ENGINEERING. MARKETING. MODELS. DEVICES.
MANAGEMENT. PROGRAM EVALUATION. SERVICE DELIVERY. SYSTEMS
ANALYSIS.

AV MICRO CORP AMER DE 8.

AB DOCUMENT PRESENTS COMPREHENSIVE STUDY OF CONCEPT, ORGANIZATION, AND
DISTRIBUTION PHASE OF THE REHABILITATION ENGINEERING PROGRAM AND
ESTABLISHES A STRATEGY FOR DISTRIBUTION OF REHABILITATION DEVICES TO

HANDICAPPED INDIVIDUALS INCLUDING A TOTAL MARKETING APPROACH WHERE
PRODUCT RESEARCH AND DEVELOPMENT ARE GUIDED BY MARKET RESEARCH.
PRESENT DELIVERY SYSTEM MODEL IS PRESENTED, ANALYZED AND
RECOMMENDATIONS FOR IMPROVEMENTS ARE MADE. INCLUDES CHARTS.

AN 82-03-X01975 04971.

TI PRODUCTION SYSTEMS IN SHELTERED WORKSHOPS (NO. 6.

AU BUTTON, W H LUBOW, B K.

IN CORNELL UNIVERSITY NY.

SO 16P.

RN RSA 12-55025-007.

CN 01975.

YR 1971.

DE SHELTERED WORKSHOPS. MANAGEMENT. MARKETING.

AV PB-215720. MICRO CORP AMER 1257.

AB ADDRESSING ITSELF TO THE GOAL OF IDENTIFYING AND CLASSIFYING
VARIABLES ASSOCIATED WITH ORGANIZATION OF SHELTERED WORKSHOPS, THIS
REPORT BEGINS WITH AN OVERVIEW OF THE BASIC THEORETICAL AND
EMPIRICAL PROBLEMS CONFRONTING THE COMPARATIVE ORGANIZATIONAL
ANALYST. A DISTINCTION IS DEVELOPED BETWEEN TYPOLOGIC AND TAXONOMIC
APPROACHES: THE TAXONOMIC APPROACH DEVELOPED BY THE STUDY DEPENDS ON
MULTIVARIATE FACTOR ANALYSES TO DISCLOSE DIFFERENCE AMONG THE
ORGANIZATIONS ANALYZED. THE UNDERLYING CONCEPT IS THAT THE
ORGANIZATIONS STUDIED (SHELTERED WORKSHOPS) ARE OPEN SOCIO-
TECHNICAL SYSTEMS IN INTERACTION WITH THEIR ENVIRONMENT, AND THAT
THEIR ENVIRONMENTAL EFFECTS ARE ATTRIBUTABLE TO DIFFERENCE IN NOT
ONE OR TWO STRUCTURAL VARIABLES BUT A VARIETY OF PROBLEMS
CONFRONTING MANAGERS, EXECUTIVES AND PROFESSIONALS. NO DEFINITIVE
MEANS OF DESCRIBING AND CLASSIFYING SHELTERED WORKSHOPS AS
ORGANIZATIONS WAS DEVELOPED, BUT THE AUTHOR FEELS HE HAS PAVED THE
WAY FOR A MORE SIGNIFICANT TAXONOMY THAN HAS EXISTED IN THE PAST.

AN 82-03-X01891 04888.

TI PROPRIETARY ITEMS AND REHABILITATION WORKSHOPS: THE DESIGN AND
DEVELOPMENT OF CONSUMER PRODUCTS TO BE PRODUCED BY WORKSHOPS.

IN PHOENIX PRODUCTS, INCORPORATED CA.

SO 43P.

RN RSA RD-02958-001.

CN 01891.

YR 1972.

DE MARKETING. SHELTERED WORKSHOPS.

AV PB-235212. MICRO CORP AMER 1197.

AN 82-03-X01759 04758.

TI PROPRIETARY PRODUCTS MADE BY HANDICAPPED WORKERS IN SHELTERED
WORKSHOPS.

AU REID, T.

IN PROJECT EARNING POWER DC.

SO 120P.

RN RSA RD-02423-002.

CN 01759.

YR 1970.
DE SHELTERED WORKSHOPS. MARKETING.
AV PB-217017. MICRO CORP AMER 1090.

AN 81-02-X03730 06697.
TI REPORT ON CLIENT SERVICE PURCHASERS' ATTITUDES AND PERCEPTIONS OF
REHABILITATION SERVICES OFFERED BY VIRGINIA PRIVATE REHABILITATION
FACILITIES.

AU VIRGINIA ASSOCIATION OF REHABILITATION FACILITIES.
IN VIRGINIA ASSOCIATION OF REHABILITATION FACILITIES VA.

SO 47P.

RN RSA.

CN 03730.

YR 1979.

DE SURVEYS. EVALUATION. REHABILITATION FACILITIES. MARKETING.
PUBLIC RELATIONS.

AB RESULTS OF A QUESTIONNAIRE SENT TO DEPARTMENT OF REHABILITATION AND
DEPARTMENT OF MENTAL HEALTH AND MENTAL RETARDATION COUNSELORS AND
COORDINATORS IN VIRGINIA TO EVALUATE THEIR PERCEPTIONS OF
REHABILITATION FACILITIES AVAILABLE TO THEIR CLIENTS.
RECOMMENDATIONS MADE FROM INFORMATION GATHERED ARE FOR IMPROVED
MARKETING AND PUBLIC RELATIONS. INCLUDES SAMPLE QUESTIONNAIRE AND
STATISTICAL REPORT OF ALL RESPONSES.

AN 82-03-X00125 03157.

TI SELLING TO INDUSTRY FOR SHELTERED WORKSHOPS.

AU REHABILITATION SERVICES ADMINISTRATION.

IN REHABILITATION SERVICES ADMINISTRATION DHEW DC.

SO 28P.

RN RSA 000074-25072.

CN 00125.

YR 1974.

DE SHELTERED WORKSHOPS. MARKETING. INDUSTRY.

AV MICRO CORP AMER 1511.

AN 83-02-X05290 08245.

TI SIXTH ANNUAL WORKSHOP: GUIDANCE, TRAINING AND PLACEMENT:
PROCEEDINGS, PART II: COMMUNITY ORGANIZATION, SMALL BUSINESS
ENTERPRISES, MARKETING, RURAL PROJECTS. APRIL 27-MAY 1, 1953:
REHABILITATION SERVICE SERIES NUMBER 236, PART II.

AU OFFICE OF VOCATIONAL REHABILITATION DHEW.

IN OFFICE OF VOCATIONAL REHABILITATION DHEW DC.

SO 77P.

RN RSA.

CN 05290.

YR 1953.

DE RURAL. MARKETING. BUSINESS. MODELS. ADVOCACY. COMMUNITY
RESOURCES. WORKSHOPS. STATE AGENCIES. SEVERELY DISABLED.

AB PROCEEDINGS OF A WORKSHOP HELD APRIL 27-MAY 1, 1953 CONCERNING
COMMUNITY ORGANIZATION FOR REHABILITATION OF THE DISABLED, MAKING A
SURVEY FOR SMALL BUSINESS ENTERPRISES IN THE LOCAL COMMUNITY.

MARKETING PRODUCTS MADE BY THE SEVERELY DISABLED AND THE HOMEBOUND, AND RURAL PROJECTS FOR THE SEVERELY DISABLED. INCLUDES INFORMATION ON A SURVEY OF SEVEN STATE AGENCIES WHICH ESTABLISHED FARM PROJECTS FOR THE SEVERELY DISABLED, AND AN OUTLINE FOR USE OF AN INDIVIDUAL ADVISORY COMMITTEE FOR THE SEVERELY DISABLED.

AN 82-03-X00095 03127.
TI STIMULATING GOVERNMENT UTILIZATION OF SHELTERED WORKSHOPS.
AU JENKINS, W M ANDERSON, R M ODLE, S J COMPS.
IN MEMPHIS STATE UNIVERSITY DEPARTMENT OF SPECIAL EDUCATION AND REHABILITATION TN.
SO 327P.
RN RSA 45-20575-001.
CN 00095.
YR 1977.
DE SHELTERED WORKSHOPS. CONFERENCES. MARKETING. CONTRACT PROCUREMENT. INTERAGENCY RELATIONS.
AV MICRO CORP AMER 1616.
AB REPORTS ON A CONFERENCE ON ENCOURAGING GOVERNMENT USE OF SHELTERED WORKSHOPS, WHICH DISCUSSES MATCHING GOVERNMENT REQUIREMENTS TO WORKSHOP CAPABILITIES, ROLES OF THE GENERAL SERVICES ADMINISTRATION AND DEFENSE SUPPLY AGENCY, CONTRACTING WITH THE FEDERAL GOVERNMENT, AND STATE USE LAWS. PART TWO DISCUSSES RESOURCES FOR TECHNICAL ASSISTANCE IN SECURING GOVERNMENT CONTRACTS, WHICH DEALS PRIMARILY WITH ACTIVITIES COVERED BY THE WAGNER-O'DAY ACT. LISTS MAJOR PROCUREMENT ORGANIZATIONS.

AN 82-01-R01170 01163.
TI TECHNOLOGY ADAPTATION AND THE AGING.
AU POPULATION RESOURCE CENTER.
IN POPULATION RESOURCE CENTER NY.
SO 37P.
RN REF.
CN R1170.
YR 1981.
DE AGING. RESEARCH UTILIZATION. MARKETING. HEALTH CARE. DEMOGRAPHICS. TRANSPORTATION. DEVICES. COMMUNICATION. CONTINUING EDUCATION. TECHNOLOGY.
AB DESCRIBES PROJECT SUPPORTED BY THE ADMINISTRATION ON AGING TO ENCOURAGE INDUSTRY, GOVERNMENT, UNIVERSITIES AND SOCIAL SERVICE AGENCIES TO ADAPT EXISTING TECHNOLOGIES TO MEET THE NEEDS OF THE ELDERLY. GIVES BACKGROUND, THE PROCESS USED TO GATHER INFORMATION, AND THE STRATEGY. IDENTIFIES DEMOGRAPHIC CHARACTERISTICS OF THE ELDERLY AND POTENTIAL MARKET OPPORTUNITIES IN INDUSTRY, INCLUDING FINANCIAL SERVICES, TRAVEL, HOME APPLIANCE DESIGN, LIFELONG LEARNING, COMMUNICATIONS, HEALTH CARE TECHNOLOGY, AND VISION. INCLUDES GRAPHS AND TABLES.

AN 82-02-XJ0077 01671.
TI TEXAS UNIT DEVELOPS JOB OPPORTUNITIES FOR BLIND AND VISUALLY IMPAIRED PEOPLE. AMERICAN REHABILITATION VOL 7 NO 1

SEPTEMBER-OCTOBER, 1981, PP 25-26.

AU GARZA, R MANSOLO, R.

IN REHABILITATION SERVICES ADMINISTRATION DEPT OF ED DC.

RN RSA.

CN J0077.

YR 1981.

DE BLIND. VISUAL IMPAIRMENTS. PLACEMENT. VOCATIONAL REHABILITATION. CAREERS. EMPLOYMENT. MARKETING. TECHNOLOGY. BUSINESS. INDUSTRY. AV JOURNAL.

AB DISCUSSES THE TEXAS STATE COMMISSION FOR THE BLIND'S CAREER DEVELOPMENT UNIT, WHOSE PURPOSE IS TO INCREASE THE NUMBER AND QUALITY OF EMPLOYMENT OPPORTUNITIES FOR THE BLIND AND VISUALLY IMPAIRED OF TEXAS. THE UNIT STAFF, HAVE USED THEIR EXPERTISE IN SELECTIVE PLACEMENT, TECHNOLOGY, AND MARKETING TO DEVELOP CAREER OPPORTUNITIES FOR CLIENTS IN BUSINESS AND INDUSTRY AND IN BOTH THE FEDERAL AND STATE GOVERNMENTS. CONTAINS EXAMPLES OF HOW TECHNOLOGY AND MARKETING ARE USED.

AN 80-05-X02881 05850.

TI USE OF TECHNOLOGY TO IMPROVE VOCATIONAL PROSPECTS OF SEVERELY DISABLED: PROGRESS REPORT JULY 1, 1978 - JUNE 30, 1979.

AU CEREBRAL PALSY RESEARCH FOUNDATION OF KANSAS REHABILITATION ENGINEERING CENTER.

IN CEREBRAL PALSY RESEARCH FOUNDATION OF KANSAS REHABILITATION ENGINEERING CENTER KS.

SD 201P.

RN RSA 23-57960.

CN 02881.

YR 1979.

DE JOB DEVELOPMENT. INDUSTRY. HOUSING. MODELS. ANNUAL REPORTS. REHABILITATION ENGINEERING CENTERS. REHABILITATION ENGINEERING. DEVICES DESIGN. COST BENEFIT ANALYSIS. EMPLOYMENT. WORK. MARKETING. OCCUPATIONAL INFORMATION.

AB ANNUAL REPORT DESCRIBES CENTERS GOALS, OBJECTIVES, STAFF, HIGHLIGHTS OF THE PAST GRANT YEAR, PROGRESS REPORTS OF TECHNICAL AND ENGINEERING STAFF, ACTIVITIES DESIGNED TO PROVIDE EMPLOYMENT OPPORTUNITIES FOR DISABLED THROUGH CENTER INDUSTRIES CORPORATION AND MAINSTREAM PLACEMENT, INCLUDING DESIGN OF ADAPTIVE DEVICES, JOB MODIFICATION AND PRODUCT EVALUATION. ALSO PRESENTS PROJECT SUMMARY CONCERNED WITH STUDY OF ECONOMIC FACTORS WHICH IMPACT SUCCESSFUL REHABILITATION AND EMPLOYMENT. STUDY IS DESIGNED TO PROVIDE COST BENEFIT DATA RELATIVE TO THE ADVANTAGES AND DISADVANTAGES ASSOCIATED WITH REHABILITATION AND EMPLOYMENT IN BOTH MAINSTREAM AND SHELTERED INDUSTRY. DESCRIBES ECONOMIC MODEL WITH HOUSING COSTS, OPTIMAL WORK STATION ADAPTION METHODOLOGY, AND HOUSING, TRAINING, EMPLOYMENT SIMULATION MODEL. INCLUDES DESCRIPTIONS OF EQUIPMENT MODIFICATION FOCUSING ON REDESIGN OF HARDWARE AND PROCEDURES USED IN THE AVAILABLE MOTIONS INVENTORY (AMI) AND ECONOMIC BENEFIT COST ANALYSIS OF PRIVATE INDUSTRIES EMPLOYING THE HANDICAPPED. APPENDIX INCLUDES "STUDY ON THE FEASIBILITY OF DEVELOPING A PRINTING FACILITY TO EMPLOY THE HANDICAPPED" BY MATT AMSDEN AND "BENEFIT - COST ANALYSIS OF EMPLOYMENT OF HANDICAPPED INDIVIDUALS AT CENTER INDUSTRIES CORPORATION." INCLUDES DIAGRAMS, PHOTOS, FIGURES, FORMULAS AND TABLES.

AN 81-02-X03718 06685.

TI WAGNER O'DAY ACT: A MANUAL FOR AGENCIES FOR THE HANDICAPPED.

AU SAMUEL, A T EVANS, G M.

IN GOODWILL INDUSTRIES OF AMERICA DC.

SD 37P.

RN RSA 44-15167.

CN 03718.

YR 1972.

DE LEGISLATION. HANDBOOKS. MARKETING. BLIND.

AB MANUAL OF PROCEDURES OF SELLING TO THE GOVERNMENT UNDER THE WAGNER - O'DAY ACT WHICH WAS ENACTED IN 1938, BUT BROADENED IN SCOPE UNDER PUBLIC LAW 92 - 28 IN 1971, EXTENDING ITS PROVISIONS TO ALL AGENCIES FOR THE SEVERELY HANDICAPPED AS WELL AS THE BLIND AND INCLUDING SERVICES ALONG WITH COMMODITIES. THIS ACT PROVIDES FOR MANDATORY GOVERNMENT PURCHASING FROM AGENCIES FOR THE SEVERELY HANDICAPPED FOR ITEMS ON A SCHEDULE INCLUDED IN THE ACT ORGANIZATION AND REGULATIONS OF GOVERNMENT AGENCIES ARE DISCUSSED AND PROCEDURES FOR SELLING ARE OUTLINED.

AN 82-12-XJ0831 02422.

TI WORKSHOP ON PRODUCT DESIGN: PROGRAMS FOR THE HANDICAPPED NO 1
JANUARY-FEBRUARY 1982, P 18.

IN DEPARTMENT OF EDUCATION CLEARINGHOUSE ON THE HANDICAPPED DC.

RN REF.

CN J0831.

YR 1982.

DE MARKETING. DEVICES. EDUCATION. CONFERENCES. FEDERAL AGENCIES.
DEVICES DESIGN.

AV JOURNAL.

AB ANNOUNCES WORKSHOPS SERIES OFFERED BY LINC RESOURCES UNDER THE DEPARTMENT OF EDUCATION'S MARKET LINKAGE PROJECT FOR SPECIAL EDUCATION. WORKSHOP FOCUS WILL BE DEVELOPMENT AND MARKETING OF EDUCATIONAL DEVICES FOR DISABLED PERSONS.

Q1099

PAGE 12

CITATIONS 31 NRIC



National Rehabilitation Information Center

DOCUMENT REQUEST FORM

Photocopies of NARIC documents are available for 10¢ per page. To order, list below Title (TI), Author (AU), Call Number (CN) and Number of Pages (SO) for each document.

Copyright Guidelines: Copies of NIHR/RSA documents can be ordered directly from NARIC. Reference materials and journal articles under copyright © cannot be copied. NIHR and RSA call numbers (CN) begin with a zero (00741). Journal call numbers begin with a J (J0417) and Reference call numbers begin with an R (R1712). For further assistance contact a NARIC Information Specialist at (202) 635-5822 or TDD (202) 635-5884.

Prices effective until October 31, 1983

All material delivered to the continental U.S. is mailed First Class Priority.
International mail will be billed at cost.

NARIC WILL SEND A BILL WITH YOUR ORDER OR PREPAYMENT IS WELCOME. TO FIGURE COSTS, MULTIPLY THE NUMBER OF PAGES _____ X 10¢ = \$ _____

ADD POSTAGE & HANDLING: + _____

TOTAL: \$ _____

If order is:	P/H is:
FREE - \$ 5.00	= \$ 1.50
\$ 5.01 - \$ 12.00	= \$ 2.50
\$12.01 - \$ 25.00	= \$ 3.50
\$25.01 - \$ 50.00	= \$ 5.00
\$50.01 - \$100.00	= \$ 8.00
over \$100.00	= \$12.00

* NAME: _____ *
* ORGANIZATION: _____ *
* ADDRESS: _____ *
* CITY: _____ STATE: _____ ZIP: _____ *
* () PAYMENT ENCLOSED () BILL ME *
* Check should be payable to: *
* National Rehabilitation Information Center *

NATIONAL REHABILITATION INFORMATION CENTER
4407 Eighth Street, N.E.
The Catholic University of America
Washington, DC 20017

Phone Numbers:

(202) 635-5826.....General NARIC Information
(202) 635-5822...REHABDATA Information Specialist
(202) 635-6090.....ABLEDATA Information Broker
(202) 635-5884.....TDD Users

NARIC is funded by contract #300-83-0006 from the
National Institute of Handicapped Research, U.S. Dept.
of Education.



National Rehabilitation Information Center

DOCUMENT REQUEST FORM

Photocopies of NARIC documents are available for 10¢ per page. To order, list below Title (TI), Author (AU), Call Number (CN) and Number of Pages (SO) for each document.

Copyright Guidelines: Copies of NIHR/RSA documents can be ordered directly from NARIC. Reference materials and journal articles under copyright © cannot be copied. NIHR and RSA call numbers (CN) begin with a zero (00741). Journal call numbers begin with a J (J0417) and Reference call numbers begin with an R (R1712). For further assistance contact a NARIC Information Specialist at (202) 635-5822 or TDD (202) 635-5884.

Prices effective until October 31, 1983

All material delivered to the continental
U.S. is mailed First Class Priority.
International mail will be billed at cost.

NARIC WILL SEND A BILL WITH YOUR
ORDER OR PREPAYMENT IS WELCOME. TO
FIGURE COSTS, MULTIPLY THE NUMBER
OF PAGES _____ X 10¢ = \$ _____

ADD POSTAGE & HANDLING: + _____

TOTAL: \$ _____

If order is:	P/H is:
FREE - \$ 5.00	= \$ 1.50
\$ 5.01 - \$ 12.00	= \$ 2.50
\$12.01 - \$ 25.00	= \$ 3.50
\$25.01 - \$ 50.00	= \$ 5.00
\$50.01 - \$100.00	= \$ 8.00
over \$100.00	= \$12.00

*
* NAME: _____
* ORGANIZATION: _____
* ADDRESS: _____
* CITY: _____ STATE: _____ ZIP: _____
* () PAYMENT ENCLOSED () BILL ME
* Check should be payable to:
* National Rehabilitation Information Center
*

NATIONAL REHABILITATION INFORMATION CENTER
4407 Eighth Street, N.E.
The Catholic University of America
Washington, DC 20017

Phone Numbers:

(202) 635-5826.....General NARIC Information
(202) 635-5822...REHABDATA Information Specialist
(202) 635-6090.....ABLEDATA Information Broker
(202) 635-5884.....TDD Users

NARIC is funded by contract #300-83-0006 from the
National Institute of Handicapped Research, U.S. Dept.
of Education.