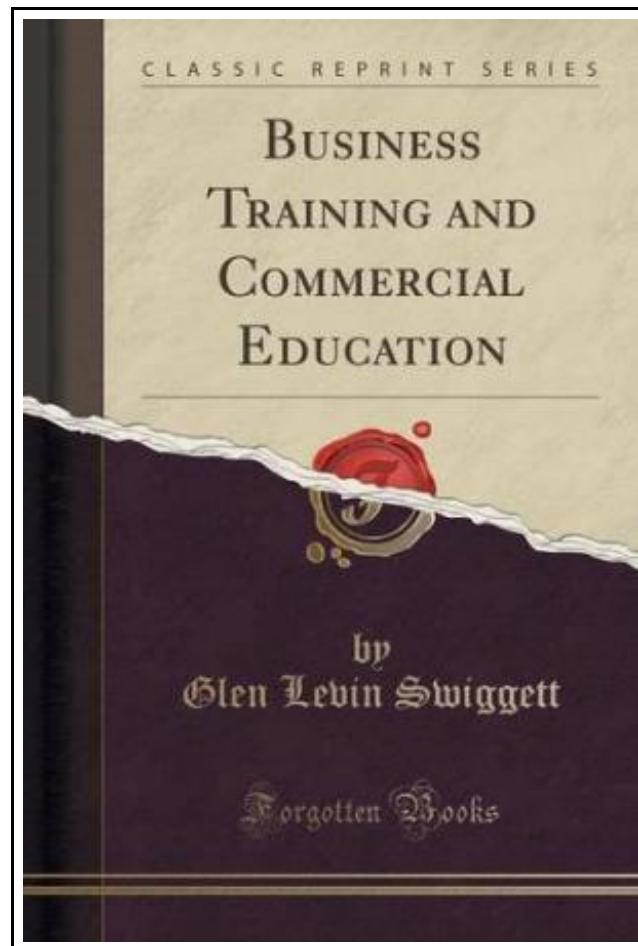


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Business Training and Commercial Education This is due in a large measure to the fact that business training came as a late entrant to high school and college. The period of readjustment in accord with the established academic procedure in respect to admissions and graduations was and is coincident with a period of industrial and commercial expansion, the course of which has not always been under economic control. Sensing the economic gain to ensue through the correlation of training for and actual conduct of business, business educators and business men have endeavored in larger numbers and throughout a larger territory than ever before to obtain a program of coordinated educational opportunity and business need Avhich would give to business a natural movement of supply frpm the schools of bojs and girls, Tmeirand women, efficiently trained for the entafging delfmTfe and specific tasks of business. The motive of this approach has been cordial but not always timely, and has sometimes been ill-advised. Always the latter when the fundamental purpose of the public schools in a democracy Iras not been kept clearly a guiding principle in the establishment of special training courses. The division of labor in the field of distribution has not always been apparent as in that of production. The unit cost in marketing involves factors yet intangible. It is therefore difficult, involving uncertainty and change, to functionalize business training courses the major, nay the sole, purpose of which is to train for specific tasks of business. Experimentation, therefore, in this special field of educational endeavor is more evident in vocational business training than in the broader and more general aspects of liberal commercial education....

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