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Nota di contenuto	EDUCATION FOR SALE; Copyright; EDUCATION FOR SALE; Copyright; Preface; Contents; Prologue: A Cautionary Tale; PART ONE: Why? It Pays Educationally to Advertise; PART TWO: How?; CHAPTER 1 We don't want those dirty, bloody, smelly mothers in here with us'; CHAPTER 2 'And I s'pose when we've finished this, the telly will come again'; CHAPTER 3 'A dazzling array of communication'; CHAPTER 4 'We're on our home ground'; CHAPTER 5 Home-School Harry et alia; CHAPTER 6 'It'll end up with the children waiting for us to come out of school!'; CHAPTER 7 Parents' committees ... and parents' rooms CHAPTER 8 The ultimate in home and school relations CHAPTER 9 Tried mechanics; PART THREE: Where Now? A Forward Role; Epilogue: Albert and His Schooling; Bibliography
Sommario/riassunto	Teachers, schools and education authorities invariably hide their considerable lights and their public relations techniques are often inadequate for broadcasting the invaluable work accomplished in schools. This book offers clear-cut and highly -practical advice for every teacher from pre-school to sixth form on how to get the educational message across to parents. Over the past decades it has

become an acute professional concern for teachers to involve parents as closely as possible in the educational process. The book acknowledges that educational salesmanship must be adapted to the cultu
