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Salve Regina to host Business Management Seminar

Salve Regina College

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at Salve Regina College
Newport, R. I. . 847-6650

FOR IMMEDIATE RELEASE

June 1970

The solving of employee-centered problems in business management will be the main focus of a three-day institute later this month at Salve Regina College, Newport, R. I.

The institute, entitled "The Management of Men," will be held in the O'Hare Academic Center on the College's Ochre Point Avenue campus June 24-26, as part of the Salve Regina Summer School program.

Under the direction of the Walter V. Clarke Associates, Providence and Fort Lauderdale, psychological consultants to management, the institute will offer the business executive an organized framework for the handling of employee-related problems in such focal areas as productivity, sales, motivation, morale, and management itself. In particular, Mr. Clarke's own Activity Vector Analysis theory of human behavior--widely used by business and industry in the United States and Canada--will be studied and discussed.

Mr. Clarke, who has designed several other psychological tests and procedures, has lectured for the University of Rhode Island and the American Management Association, and has written numerous technical articles and publications in the fields of both psychology and industrial relations.

Additional information about this institute and 150 other Summer School offerings, may be obtained by writing or calling the Division of Continuing Education, Salve Regina College, Newport, R. I. 02840 (847-6650 Ext. 62-63).