

# *Business Week*

Dear Colleague:

Hasn't it happened to you in business? It sure used to happen to me,

Let's say you go into a meeting. Everyone present has lots to say -- ideas, opinions, news. Finally you put in your own two cents' worth. You mention something you've just heard ...

... only to discover that everybody else has known about it for days. So you find yourself saying "Damn!"

Or let's say you're called upon to make a really important decision. You spend some restless nights mulling your options. You check out the available data. Finally, you make up your mind ...

... only to learn too late that your data is incomplete or out-of-date. So you find yourself saying "Damn!"

Or let's say you finally get the money together to make an investment for your family. The stock looks good. The time looks right. You buy ...

... only to have the market the very next day start sinking lower and lower. So you find yourself saying "Damn!"

If you've experienced frustrations like these ... if every once in a while, you really blow it, and each time, you vow "never again" ... welcome to BUSINESS WEEK -- the magazine that knows. The magazine that tells you.

## **The magazine that can help you quit cussin' your luck -- and start you crowing instead!**

No other business reading so succinctly, so thoroughly, and so reliably gives you the information you need week-in and week-out to keep on top of the people you work with, the job you handle, and the security you're building for yourself and your family.

With this letter, I invite you to join the executive elite of this country as a subscriber to BUSINESS WEEK ...

- to save yourself or your company an immediate and impressive thirty-seven dollars and thirty-seven cents...
- and in the bargain, to receive free with our compliments a privately-printed new handbook for your desk that could be among the most important volumes you've owned in all of your business career.

More about your free gift in a moment. First, let me tell you some of the reasons that I personally find BUSINESS WEEK so helpful -- and why I think you will too. It can help keep you better-informed all around. It can help keep you from making mistakes. It can help give you more confidence, more assurance, more savvy ...

... and it can take an awful lot of the worry out of your working hours. I know. I was once in your boat.

Worry about all the up-and-comers? Nobody helps you keep tabs on other people as candidly as BUSINESS WEEK. You learn what the competition is up to. What your counterparts in other companies are doing. You meet the people who might do you some good. The people to stay away from. You get to know who may be gaining on you. You see the people you've overtaken.

*Before you know it, you've enlarged your circle -- new contacts, new prospects, new faces to keep an eye out for. You know who is who -- and who isn't.*

Worry about falling behind? Never before has it been so exciting to be in the business you're in. Look around you. New challenges. New ideas. New breakthroughs. New solutions. New markets. New opportunities. New opportunities for the people who work for you. New opportunities for you.

BUSINESS WEEK gives you a manageable way of keeping on top of it all -- not just the news in the field you're in, but wherever things go on that concern you. In the regulatory agencies. The union councils. The upstairs rooms at the banks. The boardrooms. The think tanks. The courts. The B-schools. The media. The marketplace. Whenever and wherever in the world there's someone talking about you.

Worry about whether you're doing as right as you could by your family? BUSINESS WEEK is not only your professional counsel -- but your personal mentor as well. Is now a good time to stay heavy in cash -- or to try to beat new inflation by investing? In the market? In bonds? In property? In gold? In art? In what?

Where are the great vacation places -- easy-to-get-to, fun, inexpensive? What business books should you maybe take along? What new advances in health should you be aware of -- diets, exercise, drugs? How can you beat the IRS? Who's got the good buys in insurance? Where should you aim for next in your career? How's your pay compare with theirs?

Worry about your time? You should. From birth to retirement, each of us has only 35 million minutes in which to do it all. To learn. To grow. To make it. It's my honest feeling that BUSINESS WEEK can assist the process measurably. It can help you learn. It can help you grow. It can help you make it bigger and better than you've ever dreamed. And it doesn't take that much out of you:

Our magazine comes to you weekly -- not daily. Issues won't pile up unread. And in just one agreeable hour and 52 minutes (last issue I timed cover-to-cover), you'll have the answers to almost everything:

What's new. Who's new. Where it's at in business. And what it all means to you. To your continuing success in your field and your company. To achieving your goals -- professional and personal. To your happiness -- and that of your family. Like me, you've probably worked hard to give them the lifestyle they now enjoy. Isn't it worth insuring? Especially when keeping informed costs so little?

As you may or may not know, subscriptions to BUSINESS WEEK are not sold at cut rates. No "special introductory offers." Company policy.

So if you're waiting for a better offer, be forewarned -- this is it. And because you do save quite a sizable amount of money, our best offer is really quite generous: If BUSINESS WEEK is not already sold out on the relatively few newsstands that carry it, individual issues cost \$1.25 apiece, or \$63.75 a year. Use the enclosed card to subscribe now, however, and your price is

**ONE FULL YEAR (51 issues) just \$26.00  
Includes all Supplements and Annual Round-ups**

By placing your order today at the regular rate of \$26.00, you save a full \$37.75 over the single-copy price. Your subscription fee may be tax deductible, too, when you use BUSINESS WEEK for business or investment purposes. And in addition, you receive as a gift with our compliments

**PRIVATE EXECUTIVE PORTFOLIO -- YOURS FREE**

What's the economic scenario to 1980, and how can you jump on the bandwagon now? If you own a small business -- or yearn to start one -- how can you avoid certain hassles? How deep should you get in commodities and options? What are some alternatives to bankruptcy? If you've got a great new idea or invention, what problems should you anticipate these days in getting it to market?

How is the Middle Class now getting the go-around -- and how can you fight back? If you're a woman, how well are you doing these days, and how might you do even better? Where can you go now for venture capital? How would your pricing stand up under FTC scrutiny, and what can they do to you personally? What can you adapt from revolutionary new word-processing techniques to save yourself time and money?

In BUSINESS WEEK's all-new Executive Portfolio, you'll find the answers to hundreds of questions like these -- an overview of virtually the entire business climate today, prepared in cooperation with our full editorial staff, and privately printed for your eyes only.

As soon as your subscription order is received, your own personal desk copy will be shipped free -- an illustrated handbook that is not for sale anywhere, and that could be one of the most rewarding business tools in your possession.

Send no money. You can charge your subscription to your company, to your credit card, or I can arrange to bill you privately -- whichever is more convenient. And you don't need a pen to order. Just punch out the token on the enclosed card, slide it into the holder opposite, then mail the card in the enclosed envelope. Postage, of course, is on us.

Note, however: Only so many copies of the free. Executive Portfolio are being printed -- no more. In fairness, copies are being made available on the basis of first-come, first-served.

To avoid delay or disappointment, your request should be postmarked quickly -- if at all possible, by tonight.

May we look for your reply by return mail? Thank you -- and welcome to BUSINESS WEEK, and to America's executive elite.

Cordially yours,  
R. B. Alexander  
Publisher and Vice President  
McGraw-Hill Publications Company

P.S. I hope I've got your name spelled right -- but check the enclosed card to make sure. If it's wrong,

forgive me -- and please make corrections. The way it finally appears on the card is exactly how your desk handbook will be embossed on the cover in gold leaf -- compliments of the Editors.