

How business Leaders get that way...

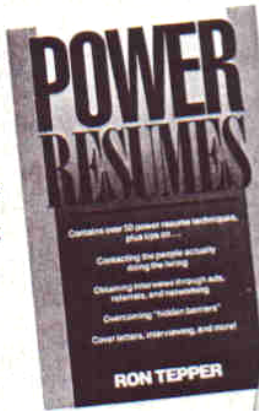
Top-notch resources for developing management excellence

POWER RESUMES

By Ron Topper

Power Resumes is a composite of the thought and experience of over a dozen of the best headhunters, outplacement, psychologists, human resource directors, and hiring executives in the country. It compares hundreds of winning and losing resumes submitted by executives. And it tells you:

- What personnel directors, headhunters, CEO's and others are looking for in an executive
- The 10 key sales ingredients of every power resume—ingredients that other resumes seldom contain.
- 68 "power resume" techniques that can only be quickly incorporated into your resume or job search.



\$22.95

Start-Up Money

Raise What You Need For Your Small Business

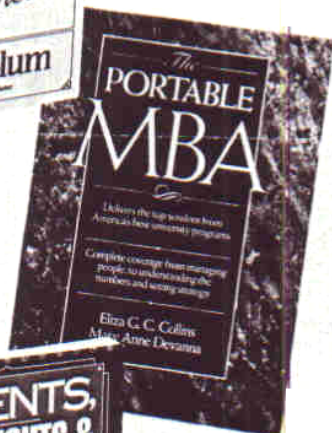
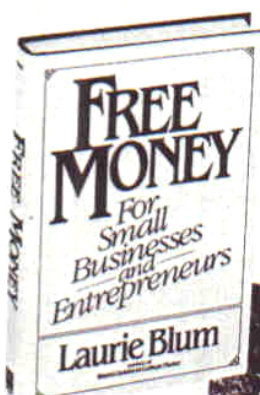
JENNIFER LINDSEY

START UP MONEY

Raise What You Need for Your Small Business
By Jennifer Lindsay

It's no surprise that given today's conservative business climate entrepreneurs seeking \$100,000 or less encounter the most resistance. To commercial and investment banks, the traditional sources of capital, you're small fish—and a big risk. But some savvy international investors may give you and your business a far warmer reception. Start-Up is your clear, complete guide to this invigorating new world of offshore financing, private placements, technology transfers, licensing agreements, and pooled commercial paper accounts.

\$39.95



Newly Revised and Updated— Instant Info on The Funding You Need FREE MONEY

For Small Businesses and Entrepreneurs
By Laurie Blum

The first edition of Free Money has already helped thousands of small business professional. Now this updated edition gives you over 200 sources of grants, including program-related investments, flow-through funding, federal money, and low-interest loans, for start-up capital, research, and many other uses.

"The definitive nationwide directory... invaluable to small businesses of every kind."
—Business Opportunities Journal

\$27.95

THE PORTABLE MBA

By Eliza G.C. Collins and Mary Anne DeVanna

"MBA literacy" has become as expensive as it is essential to navigating and communicating in today's sophisticated business environment. Now an all-star team of distinguished business professionals from 10 top universities (including Harvard, Wharton, Columbia, Babson, Stanford, and MIT) can give you the graduate edge...without the crippling cost. The substantial and practical survey is a most for all who want to get out from behind the desk and into the boardroom!

\$24.95

MARKETING YOUR CONSULTING AND PROFESSIONAL SERVICES

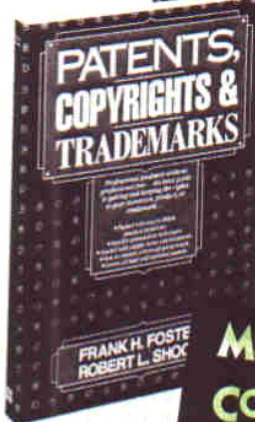
Second Edition

Richard A. Connor, Jr. and Jeffrey P. Davidson

"Loaded with examples, useful forms, and informative exhibits, an extraordinary how-to manual that provides vital step-by-step instruction."
—Managers Magazine

- Includes an new step-by-step guide to creating and implementing a personal marketing plan.
- Updated and expanded to include more important information on computer-based consulting using the media in marketing and promotion, women in consulting, international consulting, and more.

\$24.95



PATENTS, COPYRIGHTS & TRADEMARKS

By Frank H. Foster and Robert L. Shook

Did you know that inventor Samuel Goodyear died in debtors prison, impoverished by years of patent disputes?

Here is the most comprehensive layman's guide available to patents, copyrights, and trademarks, it covers all the bases telling everything you need to know about getting and keeping the rights on your creation or your idea. It is written in a crisp easy-to-digest style and is loaded with examples that made it as entertaining as it is informative. Packed with practical guidelines, it includes sample forms and documents, presentation techniques, search procedures, and ways to insure confidentiality.

\$39.95

NEW ENGLAND BUSINESS

Send Order To: New England Business Books,
33 Union Street, Boston, MA 02109

Send quantities indicated:

- POWER RESUMES @ \$22.95
 - FREE MONEY @ 27.95
 - THE PORTABLE MBA @ \$24.95
 - PATENTS, COPYRIGHTS & TRADEMARKS @ \$39.95
 - START UP MONEY @ \$39.95
 - MARKETING YOUR CONSULTING AND PROFESSIONAL SERVICES @ \$24.95
- Add \$2.00/book, postage and handling. Mass. residents add 5% sales tax.

Payment Enclosed  

Name _____

Title _____

Phone _____

Company _____

Address _____

City/State/Zip _____

Prices subject to change and higher in Canada 9-0151