Consult, Invest, Acquire, Plan, Acquire, Plan, Negotiate... 20. DIRECT MARKE What Works an Freeman F. Goods When a direct runt Carry when a direct

BUSINESS OPPORTUNITIES & CONSULTING



MARKETING CONSULTING AMD PROFESSIONAL SERVICES

Richard A. Connor, Jr. and Jeffrey P. Davidson Waiting for good "word of

mouth" to attract new clients can be the kiss of death in today's intensely competitive professional marketplace

You've got to know how to market your services Here are sophisticated, service-oriented marketing technegus based on a "client centered" or Teveraged ap-proach that lets you generate more profits by actually servicing fewer clients. You'll find tips on "reading" a client, preparing a proposal building a flexible sales plan, and much more. 219 pp. \$19.95 Carcle #1 on coepen.

2. BECOME A TOP CONSULTANT How the Experts Do It Ron Teoper

What it really takes to build a successful consulting practice-from 10 experts in engineering data processing



Jacob Bernstein MBH Commodity Advisors Jake Bernstein unravelled the mystery of winning investor behavior in his classic Investor's Quotient. Now he shows how to overcome the biggest nemesis of today's investoroverdependence on computers

and "systems" and not enough on the real make-or-break element of investment strategyyour own trading behavior. You'll learn how to spot losing attitudes and turn them into winning ones, keep from being swayed by the mob psychology of the market, avoid the five greatest investment blunders, and prosper in the nerveracking speculative arena. 214 pp. \$19.95

9. COMMON STOCKS FOR COMMON SENSE INVESTORS

William E Mitchell and Thomas R. Ireland

Tired of watching your portfolio nickel-and-dimed to death by brokers' commissions? Or of "not tips" that are old news by the time your troker gets to you? Earn more, spend less, and have more fun doing it with Bill Mitchell and Tom fre-lands TIPP Strategy—Total Investment Portfolio Planning TIPP is a complete, step-by-step program that lets you build a prosperous portfolio of growth, income, and undervalued stocks. It'll pay for itself with the first discount transaction you make! 275 pp \$19.95

> 10. A COMPLETE GUIDE TO THE FUTURES MARKETS

15. BASIC BUSINESS APPRAISAL

Raymond C. Miles

Agreeing on the value of a business is tricky, especially when negotiations get serious. Here are more than 200 specific questions you need to consider in determining the market value of any business-whether for insurance valuations, buying and selling, loans, or estate planning-along with clear systematic guidelines for making sure you get the right answers. 399 pp. \$59.95 Circle #15 on coupes

6. TAKEOVER MADNESS Corporate America Fights Back

Allen Michel and Israel Shaked

How do you get T Boone Pickens to take "no" for an answer? Or keep Ted Turner and Jesse Helms at bay? Merger experts Alien Michel and Israel Shaked are finding some innovative solutions. Like the Pac Man Defense, Shark Repelient Kamikaze and the Poison Pill

Join them behind the lines of business's biggest takeover battles—and explore the intrigues and intricacies involved in the "superdefenses" used against raiders like Carl kahn, Sam Heyman, the Bass prothers, and T Buone himself. Power reading 350 pp \$22.95 Circle #16 on coupon.

17. ACQUISITIONS, DIVESTITURES AND CORPORATE JOINT VENTURES

An Accounting, Tax and Systems Guide for the Financial Professional Joseph M. Morris

20. DIRECT MARKETING SUCCESS What Works and Why Freeman F. Gosden, Jr.

When a direct mail campaign fails - or pulls better than you expected-you want to know why. Now Freeman Gosden The Direct Marketing Association's "Man of the Year -explains the whys behind successful direct response, from why long letters pull better to why "mail gluf" is a tallacy. Here are the keys to consistently higher response rates in any situation. 275 pp. \$1995 Circle #29 se coapes.



21. COMPETITOR INTELLIGENCE How to Get It-How to Use It

Leonard M. Fuld

Like to know specific details of your competitors' marketing strategy, service plans, finances, or sales force deploy ment? Leonard Fuld shows you how to get this priceless information, and much more, through completely legal, accessible channels. Includes an annotated index to thousands of information

22. THE COPY-TO-PRESS HANDBOOK Preparing Words and Art for Print Judy E. Pickens

sources 479 po \$24.95 Circle #21 sa coupen.

Whether you need to run off a quick flyer or just got handed the company's annual report. It's easy to pay too much and be disappointed by the results. Unless you've got Judy Pickens's start-to-finish guide to the ins and outs of plan ning and producing print materials. Written specifically for the non-expert, it shows you how to make some you're get ting your money's worth, how to select srt. type, and paper, and how to bring the job in on time and on budget, 547 pp \$41,00 Circle #22 on coupen.

23. PROPOSAL PREPARATION Rodney D Stewart & Ann L Stewart

26. MAKING STRATEGY WORK **How Senior Managers Produce Results** Richard G. Hamermesh



shows how to create meaningful strategic goals, di rect efficient planning activities, avoid the problems, and emplement a strategic plan that will keep your company competitive 245 pp \$1995 Circle #25 on coupon.

27. EXPERT SYSTEMS

Artificial Intelligence in Business Paul Harmon & David King

"Incredible and valuable detail" - Popular Computer

Expert systems—"intelligent" software that's revolutionizing the way we use computers—can put your company literally years ahead of your competition. This fascinating thorough, yet non-technical guide shows you how expert systems can give you a tremendous competitive edge in heids ranging from insurance underwriting to credit analy sis to prospecting for minerals 283 pp. \$24.95 Circle #27 on coopen.

NEGOTIATION & PERSUASION



Fred E. Jandt You say tomato, they say to-manto. Hopeless? Not if you're armed with the techniques in Win-Win Negotiating "Unpacking," "Mini-Max," "Issue Substitution," and playing "the Great Litigator" are just a few of the tactics that can get you what you want and win allies These are the same techniques

used by people whose job is managing conflict-tabor negotiators, diplomats, and, of course, top corporate managers. Put them to work for you 320 pp. \$19.95 Circle #28 so causes.

29. 101 TIPS FOR SELLING FINANCIAL SERVICES

Linda Richardson

A top sales trainer helps you hone the razor-sharp selling skills needed in today's high-pressure financial services markets. Whether you sell banking, investment or financial planning, here are fundamentals, fine points, and dealmakers that will make you more professional and productive 152 pc \$16.50 Circle #29 on compon.

30. CONTRACTING WITH THE FEDERAL

GOVERNMENT Frank M. Aiston, et al.

in spite of all the red tape, you can make money doing bus ness with the federal government. From five Price Water-house experts in government contracting, here are the elusive motivating forces behind government regulations