

The letter that built *Business Week*

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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 only to learn too late that your data is incomplete or out-of-date.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 best 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?

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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?

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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

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