

BOARDROOM

Office of the Publisher



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Dear Reader:

Introducing Boardroom Reports -- for the generalist, the executive who wants to know every important new development the specialists know . . . from every vital area . . . but wants to know them all in minutes, not hours . . . and wants to know, in seconds, exactly what each means to him! Now the Editors invite you to read the latest issue with their compliments -- free.

Boardroom takes you where the destiny-shaping big decisions are made! Where top specialists determine the fate of whole industries. Like this . . .

Just one recent example -- do you know the simple change in accounting procedure that virtually destroyed one of the great growth industries? It was first hinted at in a specialized journal for CPA's . . . and only a handful of executives in the industry itself realized its devastating impact till months later.

Boardroom Reports scans that accounting publication, and over two dozen more in the same specialist area alone. Therefore it would have flashed you the decision itself . . . plus its consequences to profit and loss . . . and Wall Street's probable catastrophic reaction to it -- only days after the specialists themselves learned about it!

THINK ABOUT BEING PLUGGED IN TO

(continued)

How to know people without making mistakes

HOW TO HIRE PEOPLE WITHOUT MAKING MISTAKES

OVER THIRTY SUCH SPECIALIST FIELDS!

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SPECIALIST MAGAZINES AND NEWSLETTERS!

In just such a way, the future of your business and your career is being decided by specialists operating behind tightly closed doors. They are the experts in each of the vital areas on which Boardroom Reports reports to you: accounting . . . advertising . . . banking . . . computers . . . construction . . . distribution . . . economics . . . finance . . . government . . . insurance . . . labor . . . law . . . management . . . marketing . . . personnel . . . production . . . sales and merchandising . . . taxes . . . transportation and well over a dozen more.

They make tomorrow today. They pass the new laws. Create the new sales ideas. Find the new tax loopholes. Break through old production hang-ups. Invent the new financing methods. Devise new ways around old costs. Create the new profit opportunities that only they see for that one golden moment.

And then they carefully report these new breakthroughs to their peers -- partly for prestige and money -- partly from professional ethics -- in specialist publications.

And Boardroom Reports scans these magazines like a giant computer. Actually reads over 3,000 different sources every month. But gives you the guts -- the super-quintessential thoughts -- the monumental breakthroughs -- the most important and potentially most profitable ideas.

HOW? By completely filtering out the cluttering detail and translating the jargon into "How-can-I-make-money-from-it-today" language. For example, six pages of pioneering complex technical reports are boiled ruthlessly down into just six lines of mind-expanding main thoughts. And then half a dozen new vital research reports are put into a single flash-read page, smaller than half a page of an ordinary business magazine.

And then, as an EXTRA BONUS
you get the top-level leaks, the life or death
glimpses into the future
that never reach the regular business press at all,
like these . . .

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How to speed up an insurance claim when you're getting the runaround

Do you know, for example, that telephone company executives knew the turndown was coming, months before anyone else. The indicator was flashed loud and clear, to them alone. But what did they do with this information? Immediately called a telephone-conference of their top operating management and slashed costs, cut back growth plans, and more.

No public announcement was made. Nothing appeared in the regular business press. But several of the top business correspondents in that field knew the story, and would have released it -- if an Instant-Wire publication like Boardroom Reports had only existed then.

Leaks like this -- non-released signals -- happen every day in a dozen key centers. They concern such matters as: What Washington's really up to. What industry leaders are thinking, but not talking about. Where the smart money is going. Who's quietly expanding. Cutting back. Switching horses in midstream.

And Boardroom Reports is plugged into over three thousand such sensitive sources. And their previously silent indicators will be relayed to you in each issue in just a few electrifying lines: What is it! How do these experts interpret it! WHAT DOES IT MEAN TO YOU!

PLUS -- VALUABLE BONUS EXTRAS IN EACH ISSUE

AN OPPORTUNITY TO PICK THE BRAINS

OF AMERICA'S TOP BUSINESS CONSULTANTS!

The final step in a thoroughly rounded view of the business world in each issue -- Boardroom Reports gives you its eyeball-to-eyeball confrontations with America's top consultants. Razor-sharp questions and answers -- with every superfluous word removed -- with staff consultants from the world renowned "think tanks" and the knowing specialist firms like: Arthur D. Little, Inc . . . McKinsey & Co . . . Hudson Institute . . . Boston Consulting . . . Partners of international accounting and law firms. Private consultants of the stature of Peter Drucker . . . Fred Adler . . . Robert Half.

Every issue has at least three of these men in headline-form: defining . . . exposing . . . challenging . . . clarifying . . . predicting . . . even sticking out his neck. Meaningful insight that unifies in a single successful vision, with surrounding pages of future-shaping

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specialist decisions that the ordinary executive never even sees.

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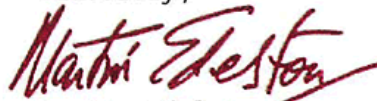
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"Read 300 Business Magazines In 30 Minutes" Sales Letter by Eugene Schwartz (for Boardroom)
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