

How to become a SUCCESSFUL CONSULTANT in your own field.

Have you ever wished you could quit your job and start working for yourself?

Well, maybe you can! Many people are amazed when they discover the tremendous amount of professional experience and specialized knowledge they've accumulated — experience and knowledge that others will gladly pay for. Literally thousands of people who made that discovery are now prospering as independent consultants.

The way to begin is by reading *How to Become a Successful Consultant in Your Own Field*, by Hubert Bermont.

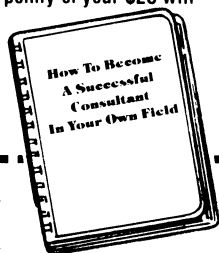
Clear, straightforward, packed with solid information and advice, this authoritative manual tells you everything you need to know to establish your own independent consulting practice. Here's a sampling of the contents:

- What does it take to be a successful consultant? (See Chapter 1.)
- How to get started. (See Chapter 3.)
- How to operate your business — a collection of "tricks of the trade." (See Chapter 5.)
- What to charge your clients — plus five helpful rules on fees. (See Chapter 6.)
- Why you should never work on a contingency (speculative) basis. (See Chapter 7.)
- Ingenious ways to promote yourself — and make people want your services. (See Chapter 9.)
- Contracts: why you should avoid them at all costs. (See Chapter 10.)
- Just what do consultants do all day? (See Chapter 11.)
- How to market your ideas. (See Chapter 11.)
- Why you'll never have to worry about competition. (See Chapter 13.)
- And much more!

Perhaps no one is better qualified to have written this book than Hubert Bermont. He has served as consultant to more than 70 major corporations and trade associations, including the U.S. Chamber of Commerce, McGraw-Hill, the Electronic Industries Association, Evelyn Wood Reading Dynamics and the Smithsonian Institution. Yet he made the decision to become a consultant only after being fired from an executive position at the age of 43. You'll learn first-hand how he did it — and how you can do it, too!

How to Become a Successful Consultant in Your Own Field is just \$20 (tax-deductible if you use it for business purposes), and you're fully protected by this unconditional money-back guarantee: Keep the book for three weeks. If you're dissatisfied with it for any reason whatever, simply return it and every penny of your \$20 will be promptly refunded — no questions asked!

How many times have you told yourself that you're not getting anywhere — that it's time to think seriously about a major change in your career? Don't put it off another day! Clip and mail the coupon now!



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ANNUAL REVIEW OF INFORMATION SCIENCE AND TECHNOLOGY, Vol 13 — Martha E. Williams, Ed. — Knowledge Indus, 1978, 386 p., \$35. This American Society for Information Science annual publication describes and appraises the publications and trends in the field.

HERACLITEAN FIRE: Sketches from a Life before Nature — Edwin Chargaff — Rockefeller, 1978, 252 p., \$13. Profound reverence for the mystery and wonder of the natural world and horror at the human abuse of it are two major themes that permeate the autobiographical sketches of this reknowned biochemist.

HOW TO GROW TREES INDOORS — Penny and Cronan Minton — Doubleday, 1978, 160 p., illus., paper, \$4.95. A book for the general reader that includes the major indoor trees and discusses their growing requirements in detail.

LABORATORY SCIENCE AND ART FOR BLIND, DEAF, AND EMOTIONALLY DISTURBED CHILDREN: A Mainstreaming Approach — Doris E. Hadary and Susan Hadary Cohen — Univ Park Pr, 1978, 383 p., illus., \$24.50. Experiments from leading elementary school programs and the American University staff have been adapted for handicapped children, tested and implemented. This book explains how to use the materials in mainstreamed classes.

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NITRATES: An Environmental Assessment — National Research Council — Natl Acad Sci, 1978, 723 p., charts & graphs, paper, \$15.25. A panel report that concentrates on the impacts of nitrates on human health, ecological effects of nitrates, potential depletion of the ozone layer by human activities that fix nitrogen and subsequent effects of such depletion.

ORCHIDS OF PAPUA NEW GUINEA: An Introduction — Andrée Millar — U of Wash Pr, 1978, 101 p., color photographs by Roy and Margaret Mackay, \$25. A pictorial and geographical record of some of the orchids of Papua New Guinea which, with its variations in climate and soil, produces a number of different types of orchids.

PLANETARY ENCOUNTERS — Robert M. Powers — Stackpole, 1978, 288 p., drawings by Helen Zane Jensen and photographs, \$13.95. Describes the possibilities for unmanned space explorations in the next 20 years: the exploration and mapping of the entire solar system and the turning of robot vehicles toward deep space.

THE POLITICS OF CANCER — Samuel S. Epstein — Sierra, 1978, 583 p., \$12.50. We are, according to this authority on toxic and carcinogenic hazards, daily exposed to agents that cause cancer, usually with no knowledge of what we are being exposed to. This book is an attempt to provide basic information needed to demand preventive policies and actions, which the author feels are necessary to respond to the cancer threat.

THE SLEEPING PILL — Ernest Hartmann — Yale U Pr, 1978, 313 p., charts & graphs, \$12.50. This book is based on the author's research on sleep and insomnia. It examines the history of sleeping pills from ancient times to the present, sleeping medications currently available and our current knowledge of sleep and insomnia, which indicates that effective treatment for insomnia in many cases does not involve medication. The psychodynamics, the risks and the benefits of sleeping pills are discussed and three different areas of research that could lead to a safer sleeping pill are presented.

TO THE RED PLANET — Eric Burgess — Columbia U Pr, 1978, 181 p., illus., \$19.95. The story of the Viking mission — the scientists and technicians, the spacecraft and its instruments, the trials and the technical problems and the landing. The author, who was closely involved with the project from its inception, assesses the results of the mission and outlines challenges for the future.