

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.

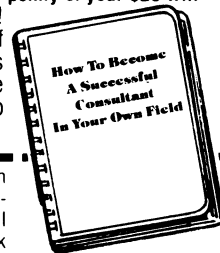
Clear, straightforward, packed with solid information and advice, this authoritative manual tells you everything you need to know to establish your own independent consulting practice. Here's a sampling of the contents:

- 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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THE CANCER SYNDROME—Ralph W. Moss. The author, a former director of public affairs at Memorial Sloan-Kettering Cancer Center, rallies evidence to support the controversial thesis that the government's war on cancer has been a disaster. He does not argue that a conspiracy exists to prevent the discovery of a cancer cure, but rather that the self-interest of cancer institutions and researchers is often at odds with promising discoveries. Grove (Random), 1980, 347 p., \$12.95.

THE COMPUTERIZATION OF SOCIETY: A Report to the President of France—Simon Nora and Alain Minc. First published in 1978, this book portrays a revolution that is the result of the growing interconnection between computers and telecommunications and that the authors call "telematics." MIT Pr, 1980, 186 p., \$12.50.

DISCOVER ARCHAEOLOGY: An Introduction to the Tools and Techniques of Archaeological Fieldwork—George Sullivan. Introduces archaeology to the general public, provides insight into why archaeology is important, what archaeologists hope to accomplish, how artifacts, seeds, pollen, bones and myriad other clues are interpreted to yield a history of the unwritten past. Includes an up-to-date summary of archaeological societies and organizations, state archaeologists, sites open to the public, source materials and fieldwork opportunities listed by state. Doubleday, 1980, 273 p., illus., \$10.95.

FOOD OR FUEL: New Competition for the World's Cropland—Lester R. Brown. This study reports that the price of oil may soon set the price of food. As countries turn to alcohol distilled from agricultural commodities as a source of fuel for automobiles, more and more farmers will have a choice of producing food for people or fuel for automobiles. The farmers are likely to produce whichever is more profitable. Worldwatch Inst, 1980, 43 p., paper, \$2.

THE GUINNESS BOOK OF WEATHER: Facts and Feats—Ingrid Holford. A book for the layman of fascinating facts about the weather. Discusses clouds, wind, hail, snow, pressure patterns, thunderstorms and many other aspects of weather. Originally published in Great Britain in 1977. Guinness (Sterling), 1980, 240 p., color and b&w illus., \$17.95.

HANDBOOK OF SOVIET LUNAR AND PLANETARY EXPLORATION—Nicholas L. Johnson. Describes the Soviet unmanned space program, starting with its inception to late 1979. Details the exploration of the moon with the Luna, Kosmos and Zond series, the exploration of Venus with the Venera and Kosmos and Mars with Zond, Mars and Kosmos flights. Includes appendices of launch vehicles and facilities, a flight summary and a bibliography. Univelt Inc, 1979, 262 p., illus., \$35, paper, \$25.

THE HOSPITAL THAT ATE CHICAGO: Distortions Imposed on the Medical System by Its Financing—George Ross Fisher. The author, an internist, examines the assumptions, causes and distortions found within a health care system riddled with waste, costly duplication and inefficiency. He believes that the financing procedures of our present system must be examined carefully in order to understand how it has distorted the actual cost of medical treatment. Saunders Pr (HR&W), 1980, 218 p., \$10.95.

MEN WHO RAPE: The Psychology of the Offender—A. Nicholas Groth. Based on the author's observations of and clinical experience with more than 500 offenders, this book is intended to focus new light on the rapist, a complex and troubled human being. Plenum Pub, 1979, 227 p., \$15.

RADIOCARBON DATING: Proceedings of the Ninth International Conference, Los Angeles and La Jolla, 1976—Rainer Berger and Hans E. Suess, Eds. Contains a broad spectrum of contributions from more than 100 scientists around the world discussing topics ranging from African archaeology to solar physics. U of Cal Pr, 1979, 787 p., illus., \$55.

RINGS OF STONE: The Prehistoric Stone Circles of Britain and Ireland—Aubrey Burl. This renowned professor of prehistory describes the stone circles, tells what he believes they were and what transpired inside the circles. Beautifully illustrated with color and black and white photographs and drawings. Ticknor & Fields (HM), 1980, 280 p., illus., \$19.95.

SPLENDID ISOLATION: The Curious History of South American Mammals—George Gaylord Simpson. During most of the age of mammals, South America was an island continent, its land mammals evolving in almost complete isolation. The author, a world-famous paleontologist, sums up for the general reader the history of South American land mammals, what he thinks about various, sometimes disputed points in that history, and points up what he finds of special importance and interest. Yale U Pr, 1980, 266 p., illus., \$17.50.

WATCHING BIRDS: An Introduction to Ornithology—Roger F. Pasquier. For bird watchers who would like to know more about the birds they see, this book provides an introduction to bird biology and bird behavior. Originally published in hardback in 1977. HM, 1980, 301 p., illus., paper, \$5.95.