

# HOW TO WIN WITH INFORMATION —or lose without it!

In business today, knowledge is indeed power. Those who ask the right questions and obtain the right answers will win. Those who don't will lose—and lose big.

But information—the most important thing for business people to have in order to succeed—is often the most difficult thing for them to find.

Now at last there's a tool to help you in this crucial task: *How to Win with Information—or Lose without It*. This unique new book was written by Andrew Garvin (founder and chairman of FIND/SVP, America's leading information retrieval service) and Hubert Bermont (consultant, publisher and lecturer).

This first-of-its-kind volume shows you how to get the information you need—*quickly, easily and economically*. About your market. Your competition. Laws and regulations that affect you. New scientific and technical developments. Better ways of doing business. And much more.

Here's just a sampling of what you'll find in *How to Win with Information*:

- Why information is essential to business success.
- Asking the *right* question: the most important first step.
- How and where to find the answers you need.
- New information technology and how to capitalize upon it: computers, data banks, video terminals, information retrieval services.
- Organizing your information-gathering system.
- "How much is the answer worth?" Determining the cost and value of information.

• *Special section*—an extensive guide to resources that can help you: information retrieval companies, indexes, directories, books, references, more.

If you're an executive, professional, consultant, or in business in any way, this book is for you. It will show you how to *raise your information consciousness*, and equip you with the skills to find the facts you need—when you need them.

*How to Win with Information* is 176 pages, hardbound, and fully indexed. The price is \$26, postpaid and tax-deductible.

You're fully protected by this *unconditional money-back guarantee*. Keep *How to Win with Information* for three weeks. If you're dissatisfied with it for any reason whatever, simply return it and every penny of your \$26 will be promptly refunded.

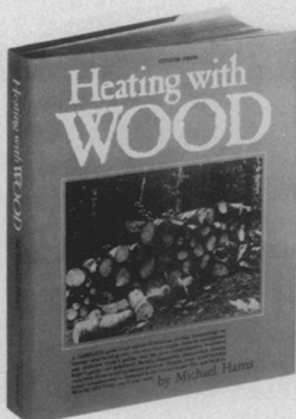
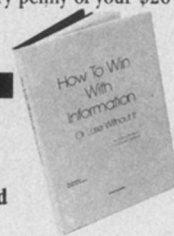
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# HOW TO REDUCE THE DANGER OF A TAX AUDIT

"I'd do almost anything, even *over* pay my taxes, to avoid having the IRS audit my return." A surprising number of taxpayers feel this way.

But this attitude is more usual: "I minimize my taxes as much as I dare — but I also worry about getting slapped with a tax audit."

Then there's a third attitude, more common than you might think: "Those SOB's don't scare me. I'll fight them all the way."

Which attitude resembles your own? Whichever it is, if you earn \$25,000 a year . . . or if you own a house or some other asset that interests the tax collector, there's a new Report you should see:

## THE TAXPAYER'S AUDIT SURVIVAL MANUAL

*How to Avoid an IRS Audit First and Foremost — And How to Survive One If They Catch You*

The authors? You won't find two who know more about this problem. Charles W. Schoeneman, formerly with the U.S. Tax Court, is now a Washington tax attorney (with an imposing client list). Vernon K. Jacobs, nationally known tax consultant and lecturer, is the author of *Taxpayers' Counterattack* and editor of the consumer's tax service, TAX ANGLES (and, therefore, a master at reducing tax gobbledegook to plain English).

### Your Chances of Getting Audited

The authors give you the latest figures, broken down by income . . . the latest reports on tax delinquents, and how many had their property seized. They follow your tax return, step by step, through the IRS bureaucracy. This "tour" gives you precious hints on how to lessen your chance of an audit. For example:

- How to choose a tax advisor. (Careful: the one you pick might *cause* you to be examined.)
- Fearsome weapons the feds can use: liens, levies, seizures. What each one means. How they hurt you in *other* ways.
- One powerful weapon to get the IRS to cut your tax deficiency. (Here, the odds are in *your* favor.)
- What to do if a tax agent shows up at your door unannounced.
- How to make the tax man suspicious: more than 25 signals that suggest tax fraud. Signals given off by the tax man that hint at a criminal investigation.
- When the exam period ends, collection begins. Do you have any recourse then?

### Valuable Extras

- Official IRS List of Unallowable Deductions
- IRS Guidelines for Auditing Professionals
- 20 charts, illustrations, IRS forms
- Map of IRS districts
- Encouraging note: the double screening your return must pass before you get audited.
- Should you round off your figures?
- The awesome legal powers of Special Agents and Revenue Agents. How they differ.
- Can your accountant be required to testify against you? How about your wife? Your children? Can your accountant be forced to produce your tax records?
- Useful literature you can get free from the U.S. Tax Court.
- True or false: when a taxpayer beats a criminal rap, he may still owe a big tax bill.
- Should you go before the IRS yourself, or send your tax advisor? 3 possibilities.
- One reason not to file an amended return.
- Your chances when you appeal (better than you think).
- Form 870: does it ever pay to sign it on the spot?
- When the IRS suspects fraud: what goes on behind the scenes.
- Should you ever admit a mistake? A doubtful deduction?
- What are the mathematical chances of being prosecuted for a tax crime? Of being convicted? Of going to jail?
- Priceless advice on how to conduct yourself during the audit. Tips that help it run *your* way. Dangers to avoid.
- Why the odds against you aren't so bad after all.
- When is the best time to file — early, late, or just under the wire?

One thing that make an IRS audit so unsettling: much of it operates outside the American legal system. The tax bureaucrats assess what they will. The taxpayer must *prove* his deductions: guil-

ty till proven innocent. It is an adversary situation — and the tax collector holds all the guns. So if you pay a sizable tax bill, you owe it to yourself to see how far you can legally minimize your taxes — and what risks you may be taking at each step.

The stakes are high. In 1978, the average *extra* assessment gathered in by the IRS came to \$3,898. It is almost certain to soar over \$4,000 for 1979 returns — and keep soaring. This new *Manual* comes just in time.

### FREE EXAMINATION

The *Manual*, frankly, is prepared for those who make \$25,000 or more . . . who can save the most . . . who have the most to lose. It is tax-deductible and comes as a typewritten Special Report for \$35 postpaid, and is returnable for a *full* refund within 30 days.

Nothing can *guarantee* you won't be audited. Sometimes it's just bad luck. But if you don't agree that the *Manual* cuts your chances of an audit, just send it back to Alexandria House Books, 901 N. Washington Street, Alexandria, VA 22314. You'll get your \$35 back, and no questions asked.

### How to get this Special Report FREE

You may take this \$35 Report FREE with a two-year subscription to TAX ANGLES, the only monthly service that shows executives, owners of small businesses, professionals and investors how to cut their taxes *legally*. Just check the box in the coupon and send \$79 for 24 issues (two years). GUARANTEE: Read 4 issues. If TAX ANGLES isn't worth many times its modest price in tax savings, just tell us to cancel after 4 issues. We'll send you a complete refund for the entire unused portion of your subscription — and you keep the *Manual* FREE.

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