

# 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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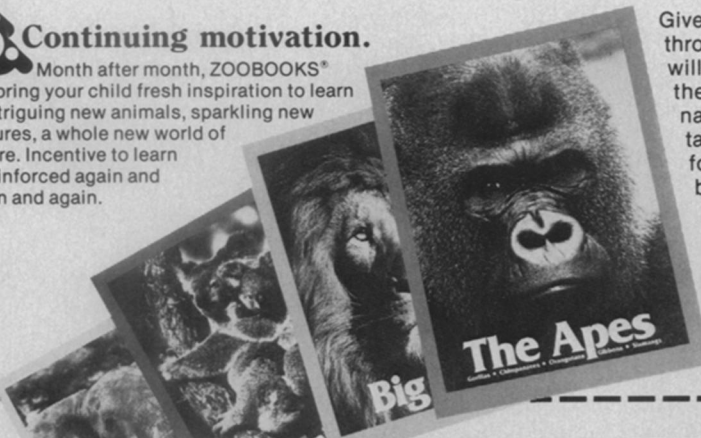
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