

GENE SCHWARTZ

BOARDROOM REPORTS

(1972)

Comments

Gene Schwartz's letter launched Boardroom Reports as a newsletter and Boardroom, Inc. as a company. The concept of being able to "read 300 business magazines in 30 minutes and get the guts of every one" came out of Marty's mouth when he and Gene Schwartz were discussing what soon-to-be-launched Boardroom Reports was going to be. Gene picked it up and ran with it.

Because funds were scarce, Marty initially mailed a few thousand names each week, and used proceeds from each mailing to pay for a few thousand names several weeks later.

We revived the original 1972 sales letter in the late '80s, with only whatever changes were necessary. Also, by 1988, we were computer-printing the names and addresses on our order cards. The original package mailed in a closed-face envelope with "Cheshire" labels, and customers had to write their own names and addresses on the card.

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LAUNCH PEG, REVISITED

5/24/88

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BOARDROOM

Office of the Publisher



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a special free invitation.

Dear Reade..

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 hire people without making mistakes

OVER THIRTY SUCH SPECIALIST FIELDS!

YOU'LL BE BRIEFED ON HUNDREDS OF SUCH

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 . . .

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

Customers pay fast if one magic sentence is added to the bill

specialist decisions that the ordinary executive never even sees.

WHAT IT IS, REALLY, IS A WHOLE NEW BUSINESS COMMUNICATION SYSTEM. IF IT WERE ELECTRONIC WE'D HAVE TO CHARGE YOU \$1,000 A YEAR FOR IT. BUT, BECAUSE IT'S ON PAPER, WE CAN GIVE IT TO YOU FOR LESS THAN ONE-TWENTIETH THAT PRICE!

Boardroom Reports is as new in concept for the 1980's as the Wall Street Journal was when it was started in 1889. New in the breadth of its reportage -- some 3,000 different business publications reviewed and super-condensed for you biweekly . . . plus over half again as much completely fresh inside information -- information that you can find nowhere else. New, also, in the high caliber of the many great consultants it brings to you. And new too, in its unique format, which packs all these briefings-in-depth into just sixteen pages that you can hold in the palm of your hand, or even carry conveniently along in your pocket.

The regular price of Boardroom Reports is \$49 a year. This is less than the subscription rate of most insider newsletters (the most important of which are super-condensed for you in Boardroom Reports too). Your special introductory trial rate -- only \$29.95.

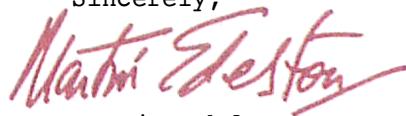
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If you find that you can live without Boardroom Reports, simply return the bill marked "Cancel." You're under no further obligation. The sample issue is yours to keep free.

One caveat. Our press run is understandably limited. To avoid disappointment we suggest that you mail the enclosed Card at your earliest opportunity. Now wouldn't be too soon.

Sincerely,



Martin Edelston
Publisher

P.S. Bonus extra -- free . . . Personal Business the most valuable book ever published. It's yours absolutely free -- just for trying Boardroom Reports . . . whether you stay with us or not, no obligation. We think you'll like Personal Business -- and Boardroom Reports very much.



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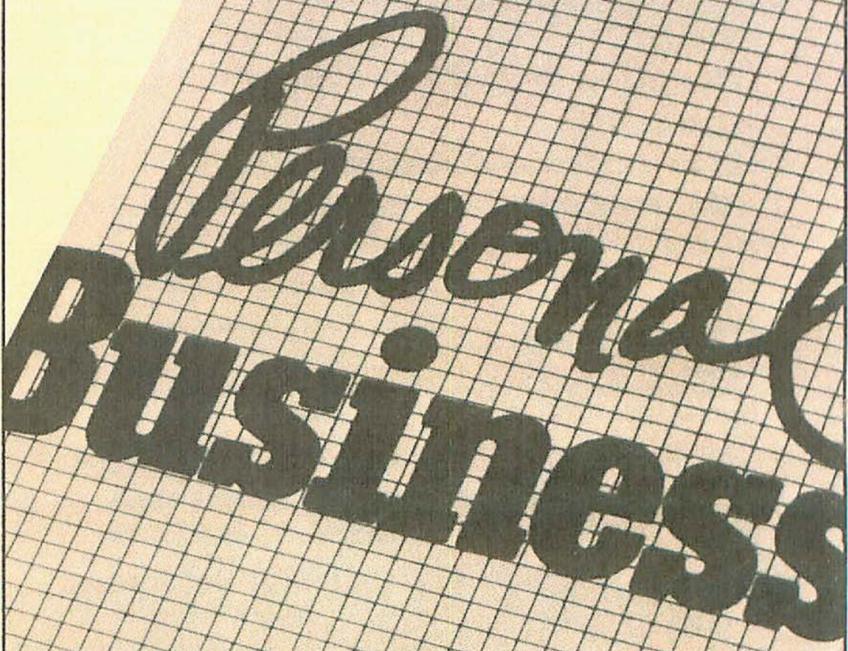
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Personal
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FROM THE EDITORS OF
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A RENOWNED BOOK OF IDEAS, TACTICS AND STRATEGIES FOR SMART LIVING...

Insurance Confidential

- Insurance policies that everybody buys but nobody needs.
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- How to collect insurance claims fast when they're giving you the runaround.
- How to prepare for insurance physical when not in best shape.

Dealing with Professionals

- Times when you don't need a lawyer.
- Getting your money's worth from an accountant.
- How to pick a computer consultant.
- What you don't have to tell IRS auditor.
- How to prevent a "fishing expedition" through your records.

Cars Confidential

- Options to turn down when you buy a new car.
- How insiders check out a rented car before they accept it. Times when automatic drop off is a ripoff.

Inside Information: You and Your Medicines

- Take your vitamin pills when you're working hard, right? Too much of one ingredient can reduce sexual potency.
- Two famous cold remedies that can make you sicker if taken together.
- Quickest way to locate an all-night drugstore in any strange city.
- Medicines that are good for you can be harmful when you exercise.

Investment Strategies

- Shrewdest way for non-insiders to play the stock market.
- Diamonds are forever, right? Wrong. Three other precious stones are safer long term for investment.
- When not to pay stockbroker's commission.

Traveling Better

- What never to eat on an airplane.
- Cruise costs the same through any travel agent, right? Wrong.
- When not to fly first class.
- Best slot machines to play at any casino.
- What airplane reservation clerks don't tell you. Seats to ask for if you want an empty one next to you.
- How much to tip so you'll never look like a sucker or a tightwad.

Business Briefs

- Games bankers play with interest rates.
- Are workers doing honest day's work in return for full day's pay? Easy way to measure performance.
- Deposit check marked "payment in full" from customer who still owes more money —without losing right to collect rest.

Home Advice

- Five questions to ask before signing mortgage papers.
- How property you put up for sale with a broker can be taken off the market without your knowledge.
- How to read a condominium prospectus. Tipoff that floor plan is misleading and costs will escalate fast.

Very Personal

- How to leave money to your heirs so creditors can't touch it.
- How vasectomy changes body chemistry.
- Best men's clothes for your body build.

Security Secrets

- Safest place in any hotel room to hide valuables.
- Instant revenge against obscene phone caller.
- Best burglar alarms.

SEND FOR YOUR FREE TRIAL TODAY

Boardroom Reports helps you get ahead—and stay ahead—in these tricky times. It's your business "tool"... and your business think tank, too. Here's your opportunity to find out why the best-informed executives in America—a quarter-million strong—read it so carefully.

Up-to-the-minute...

"There is more in one issue of *Boardroom Reports* than in half a year of ***** magazine... *Boardroom's* twenty four issues a year are packed like survival food with up-to-the-minute information..."

San Francisco Chronicle

Packed with valuable ideas...

I just had to take a minute to let you folks know that of all the many publications I receive, *Boardroom Reports*, is the most packed with valuable ideas each and every issue.

Of the several dozen publications that I have received at various points in my career... YOURS is the absolute star...

Thank you for producing such a consistently valuable, concise report—and at such a reasonable cost. You can count on Central Point as a regular subscriber.

Susan Burmeister-Brown
Central Point Software Inc.
Portland, OR

High Marks...

Your publication has been one of the most thoroughly read periodicals that we receive in our office. From our Chairman of the Board, to our Accounts Receivable clerk, the newsletter has received high marks and positive comments..."

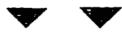
Frances Goodkin
La Jolla, CA

I read it cover to cover with a marking pen...

It might interest you to know how a person in my business uses *Boardroom Reports*... As each issue reaches me I read it cover to cover with a marking pen. In each issue there is usually something of particular interest to some member of the upper management or a client. The marked copy is then sent off to that person with a short "thought you might be interested in" note...

Robert C. Dunne
Executive Search
Kirtland, OH

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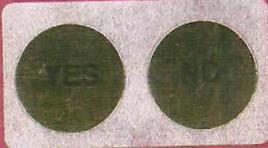
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