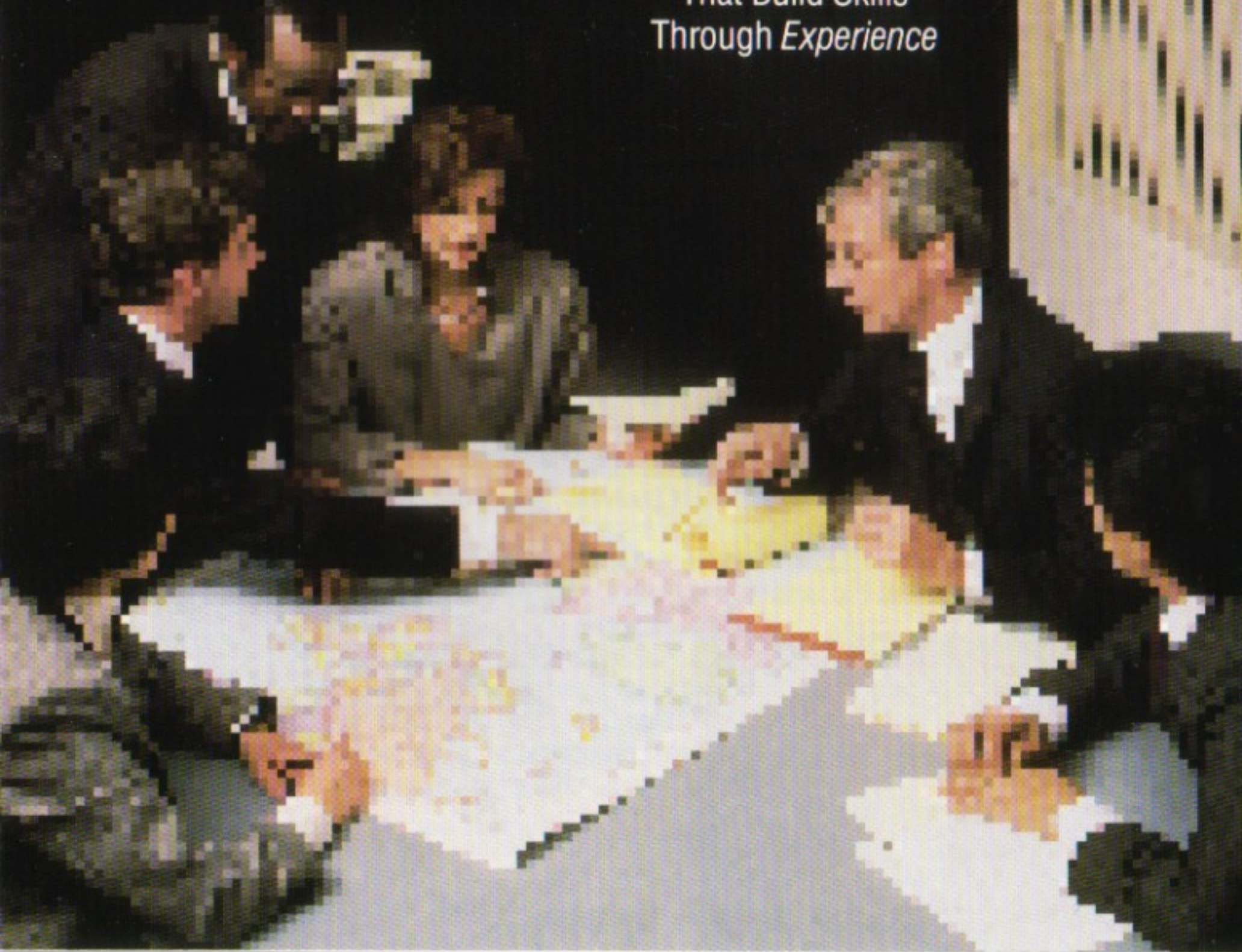


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Simulated Business Realities
That Build Skills
Through *Experience*



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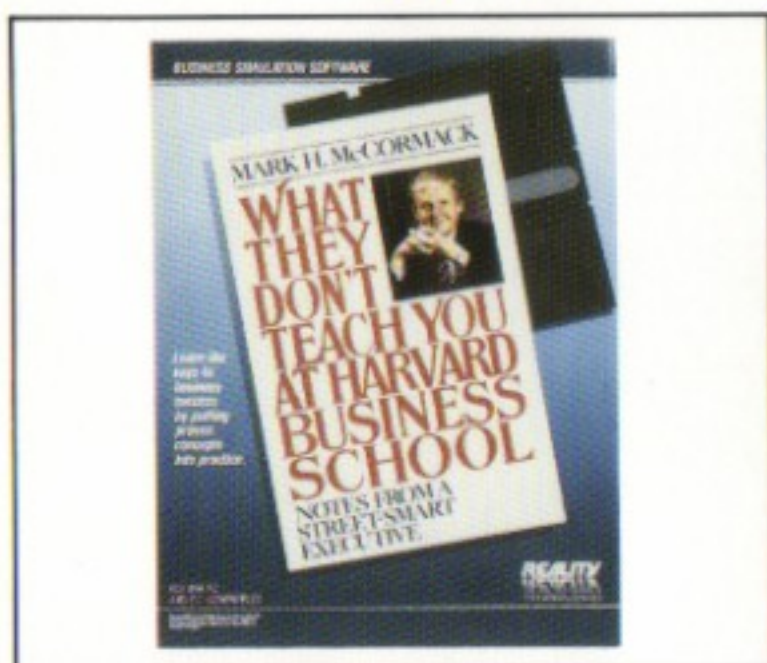
Getting ahead in business is a matter of skill, knowledge, instinct, and experience

WHAT THEY DON'T TEACH YOU AT HARVARD BUSINESS SCHOOL

A Management Simulation™

"The gamesmanship of business is taking everything you know about others and everything you have allowed them to know about you, and using the information to load the deck, to tilt a business situation."

—Mark H. McCormack



The key to business success is not facts and figures. It's *people*. To get ahead in business, you've got to know how to sell yourself, how to discover and push the other person's "hot buttons," and how to recognize and act on strategic opportunities.

Now, you can learn the success secrets of Mark H. McCormack—author of the 1986 bestseller *What They Don't Teach You at Harvard Business School* and Chairman of the International Management Group (IMG). By going through the actual process of creating and managing your own multimillion dollar sports management firm, you'll gain valuable experience that can give you the upper hand in building your own real-life organization.

Through practice you'll become an expert at using three techniques central to Mark McCormack's business philosophy: networking, negotiating, and managing. You start out in a one-person office, then go to parties and lunches, and develop your contacts. Negotiate with various business professionals and their lawyers, and try to cut the best deals

possible. You hire, fire, and build a first-rate corporate staff, whom you must properly manage to turn your fledgling company into a profitable, thriving organization.

Along the way, you'll find "Coach McCormack" at your side, ready to give you tips on what *he* would do in your situation. And at the end of every session, you'll get an in-depth Jungian performance review that analyzes your strengths and weaknesses. You can even print out a customized list of recommended readings to sharpen your business skills.

What They Don't Teach You at Harvard Business School is competitive, challenging, rewarding, and fun. It may play like a game, but it's far more. It's a sophisticated learning tool that will make you a much more effective manager.



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Not copy protected.

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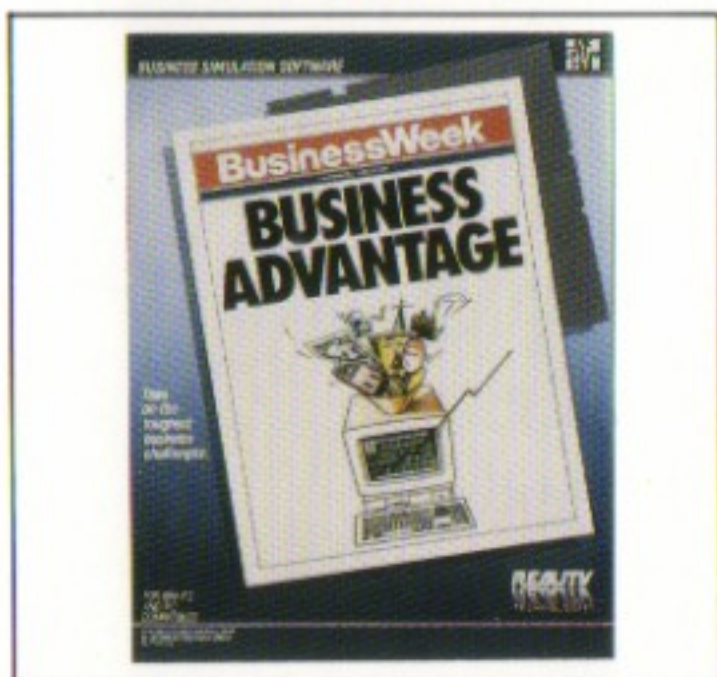
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You read *Business Week* to better understand what's happening in today's fast-paced business world...to digest the impact of decisions made at the uppermost echelons of corporate America. But what if you could actually wear the shoes and get into the heads of today's top decision makers? Think of the business advantage you'd have with that kind of experience.

That's the edge you get with *Business Week's Business Advantage*—unique software that develops and sharpens your business skills through interactive case studies based on stories straight from the pages of *Business Week*.

Each month another *Business Week* feature article comes alive on your PC, providing you with a fresh challenge. You'll find yourself managing a company,

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Business Week's Business Advantage increases your chances of being a success by providing you with some of the business experiences you might not yet have had.

You can get started right away by taking advantage of a money-saving 12-month subscription. Each month you'll receive a new, challenging *Business Week Business Advantage* feature article to further improve your knowledge and skills.

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"...provides the would-be CEO with everything but the antacid tablets and is more addicting than peanuts."

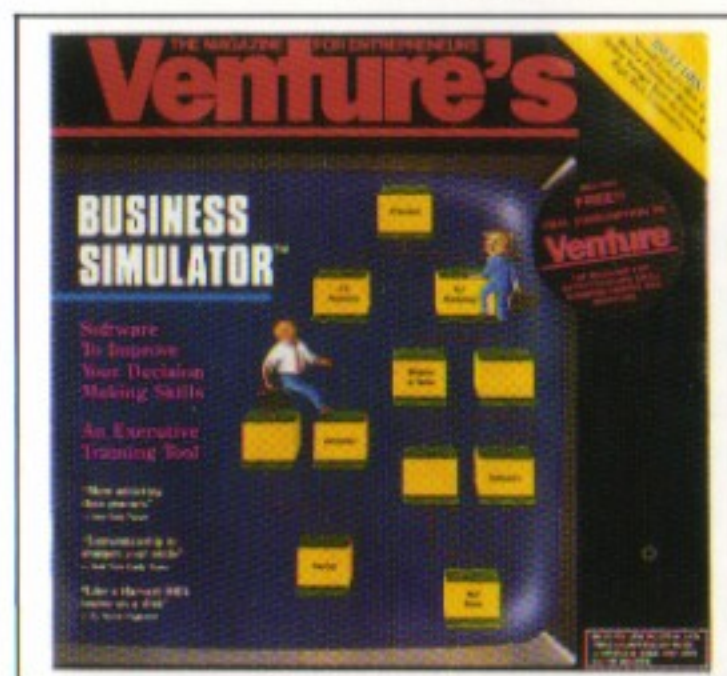
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"...like a Harvard MBA on a disk."

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Editor-in-Chief
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"...I thought so highly of Business Simulator as a tool for entrepreneurs I put our name on it."

Arthur Lipper III
Publisher
Venture Magazine



1999 WIDE DECISIONS For Quality Development
ADW: Meeting Prod Operations Finance | Sales Income Statement Balance Sheet

SUGGESTION— Back	SECTION FOR 1998	SECTION FOR 1999	UNIT	% CHANGE
1. Price of Pet-Bot	45.00	45.75	dollars	+ 1%
2. Price of Smell-Bot	50.00	50.75	dollars	+ 1%
3. Price of House-Bot	90.00	92.75	dollars	+ 3%
4. Advertising Pet-Bot	1000	2000	\$1000's	+ 10%
5. Advertising Smell-Bot	500	500	\$1000's	+ 0%
6. Advertising House-Bot	100	100	\$1000's	+ 0%
7. Salesforce Size	25	25	people	+ 0%
8. Commission on Sales	2.2	2.2	percent	+ 0%
9. % Sales on Credit	60	60	percent	+ 0%
Decision Value:	100	100	100	0%
10. Sales Income	500	500	0	0%
11. Profit Margin	100.0	100.0	0.0	0.0%

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Venture Magazine's Business Simulator is "business Monopoly," 1980's style. It is a fun, yet serious, business education in a box that allows you to experience the thrills and agonies of running a company for 25 simulated years, from start-up to maturity.

The game pits five companies against each other in marketing up to three new products. One or two people can play, with your computer calling the shots for the remaining companies. As CEO of your start-up company, you begin with \$500,000 of financing, make decisions to float stock or issue debt, enter new markets, and develop your products. As your company grows, you must make increasingly complex decisions involving marketing, production, factory capacity planning, R&D, finance, and eventually, international expansion.

The program compresses decades into hours, and you'll soon learn how to start and build a company by devising successful strategic plans that will maximize sales and profits.

Venture Magazine's Business Simulator is an entertaining introduction to the world of big business and high finance. It's also a highly effective, interactive learning tool that can improve your decision making skills, upgrade your knowledge for a new job, or increase your likelihood of being promoted.

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At least 256K RAM.

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Any graphics card.

Not copy protected.

CATALOGUE NO. 1050

For Apple Macintosh.

Requires...

512K RAM.

2 disk drives, one of which must be 800Kb (double-sided).

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<input type="checkbox"/> <i>Business Strategist 3.0 (Requires Business Week's BUSINESS ADVANTAGE articles)</i>		\$399.95	
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BUSINESS STRATEGIST 3.0™



What if IBM lowered its prices by 20%? What if Hasbro increased their advertising spending by 25%? What if Pepsico built a new higher-capacity bottling plant? What if the inflation rate increased by 12%? What if the interest rate fell to 6%? What if the size of your market increased by 10%? What if a new superconductive technology reduced industry costs by 50%?

How would your company be affected? What should your reaction be?

Business Strategist 3.0 is a sophisticated executive training product that allows you to change the underlying assumptions to see how things might be,

given a different scenario. Its power lies in its ability to let you "what-if" test, which is the essence of real learning.

Let's say you were managing Chrysler. The competition is fierce, but you feel you are well positioned in the market. You're concerned however, that the inflation rate might double; and you've heard Ford may increase its advertising budget by 32%. If this were to happen, what would be the result? What might be the best steps you might take? How could you turn the situation into an advantage?



To find the answers, you now modify the business environment with the program's easy-to-use interface. Just select the "economy" menu and adjust the inflation rate. Use the "industry statistics" menu to change Ford's advertising budget. Then, make your decisions and see what happens.

Rather than presenting a solution to a problem, *Business Strategist 3.0* leaves it to you to analyze situations, “what-if” test, and devise and implement appropriate plans of action. With *Business Strategist 3.0* you’ll know what works, what doesn’t, and why.

And unlike the real world, your mistakes never really hurt.

**Coming in 1988...
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CATALOGUE NO. 2000

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or higher.

At least 512K RAM.

2 disk drives (preferably a hard disk).

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REALITY TECHNOLOGIES...

Simulating Business Realities.

Reality Technologies believes simulation will be as important to the executive tomorrow as it is to the pilot today. Accordingly, to turn this vision into a reality, the company is developing sophisticated PC-based custom applications for Fortune 500 companies as well as marketing a family of software for business learning listed in this catalog. Through business simulation and expert systems technology, Reality's software allows users to experience the day-to-day and strategic decision-making processes necessary to successfully sell, manage, and gain a competitive advantage in business.

SMG...

Transcending Traditional Management Training.

Reality Technologies began as a subsidiary of SMG, the Strategic Management Group—a firm founded in 1981 by Wharton School faculty members who have done pioneering work in the use of computer simulation to train business managers. Today, with a client list that includes over 100 of the Fortune 500 companies, SMG is the nation's preeminent supplier of simulation-based group executive training systems.

SMG seminars and training systems make effective use of sophisticated computer business simulation techniques developed by both SMG and Reality Technologies. These techniques overcome the limitations inherent in traditional forms of training by promoting active participation in situations that require reaction. Because the individual learns by doing—rather than merely listening or watching—the lessons learned in SMG's programs are vivid and lasting.

SMG stands alone in its ability to meet any client group training need. SMG offerings include seminars with simulations tailored to specific industries. Other SMG seminars focus the emphasis on specific business disciplines. SMG can also custom design and/or license any of its numerous existing simulations and seminars to fit your exact training requirements.

To learn more about SMG's proven seminars and group training systems, and Reality Technologies' custom applications and stand-alone software products, simply call us or check the appropriate boxes on the attached business reply card.

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