

BUSINESS SIMULATION SOFTWARE

BusinessWeek
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BUSINESS ADVANTAGE



*Take
on the
toughest
business
challenges.*

MACINTOSH
version

Requires min. 512K Enhanced and
ONE of the following:

- 2 800 kb drives
- 1 800 kb drive & 1 400 kb drive
- 1 800 kb drive & 1 hard disk

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BUSINESS WEEK'S BUSINESS ADVANTAGE™

*Put yourself in the corporate
"hot seat," and gain the first-hand
experience you'll need to succeed.*

You read *Business Week* to keep up with the fast, competitive pace of corporate America...to digest the impact of decisions made at the top levels.

Now, *Business Week's Business Advantage* lets you wear the shoes and get into the heads of today's headline-making corporate "heavyweights." By *experiencing* the same tough challenges they do, you can develop and sharpen your business skills, thereby gaining a formidable edge in your own real-life business.

AN ACCURATE, REALISTIC MODEL.

Business Week's Business Advantage incorporates microcomputer business simulation technology used at top corporations, such as IBM and AT&T, and business schools, including Wharton and the University of Chicago. Over ten years in development, the program includes a 400-rule expert system and more than 4,000 algorithms—equivalent to more than 400 pages of spreadsheet equations—making *Business Week's Business Advantage* the most advanced software of its kind.



The best decisions are usually made by those with experience.

Only by facing the same tough decision-making situations yourself will you fully understand what guides America's foremost corporate minds. And only by directly experiencing these challenges yourself will you be better prepared to handle your own. That's how *Business Week's Business Advantage* will give you the upper hand in your own endeavors.

This package includes two *Business Week Business Advantage* feature articles, the system diskettes, and the manual. The feature articles are based on actual recent *Business Week* stories and incorporate data from *Business Week*, *Standard & Poor's*, *Compustat*, and various expert industry sources. Inside, you'll be challenged in both the automotive and computer businesses to lead a company in each industry to success.

Also enclosed is information on how you can subscribe and receive each month a new, challenging *Business Week* feature article to make you a more effective business strategist.

Business Week's Business Advantage. A new tool for the business leader who wants to know more.

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Experience the challenges faced by America's corporate elite.

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 business leaders, learning how and why they make their decisions? 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 articles straight from the pages of *Business Week*.

**Every Month
Another Business Week
Feature Article
Comes Alive on Your PC.
FOR EXAMPLE...**

Imagine you are at Chrysler's helm.

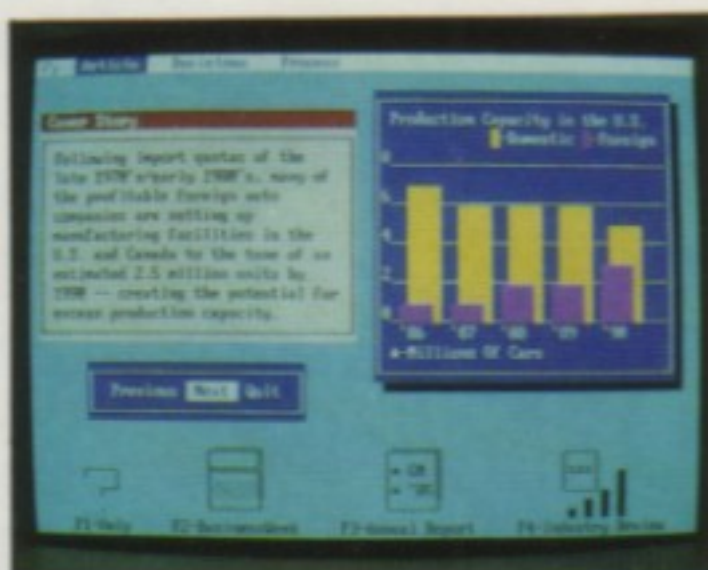
As Chairman of Chrysler Corporation you are always facing new challenges. Your traditional competitors have just revamped their lines. Korean products are flooding the market; Japan is making a move toward your profitable mid-size and luxury segments. Given flat demand, what should you do?

Cover Story

THE NEXT ACT AT CHRYSLER

ITS COMEBACK IS HISTORY—NOW IT HAS A NEW STRATEGY

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First, you've got to see the "big picture."

Analyze your competitors' new product announcements, market share, advertising budgets, and return on investment. Review *Business Week*. Pull out your annual report, and check your ability to finance new equipment or, perhaps, a new plant. Then, determine your strategic position vis-à-vis GM and Ford.

Chrysler Corp.'s Decisions for 1997					
	For 1996	For 1997	Delta	% Change	
1. Price of Economy	4399.99	4582.99	dollars	+ 4%	
2. Price of Mid-Size	6277.99	6558.99	dollars	+ 5%	
3. Price of Luxury	13895.99	13749.99	dollars	- 1%	
4. Advertising Economy	5853	28488	\$1000's	+ 5%	
5. Advertising Mid-Size	13228	14542	\$1000's	+ 1%	
6. Advertising Luxury	4058	7216	\$1000's	+ 8%	
7. Salesforce Size	8985	9884	people	+ 1%	
8. Commission on Sales	2.1	2.1	percent	0%	
9. % Sales on Credit	15	16	percent	+ 7%	
Decision Made:	GM	Ford	GM	20%	Inflection Point
% Price:	6277.99	6558.99	7849.99	95%	Forecast
% Market Share:	13.7	23.8	48.7	13.5	3.8%
% Prod Cost:	5267.14	5287.62	5769.82	5441.58	5288.85

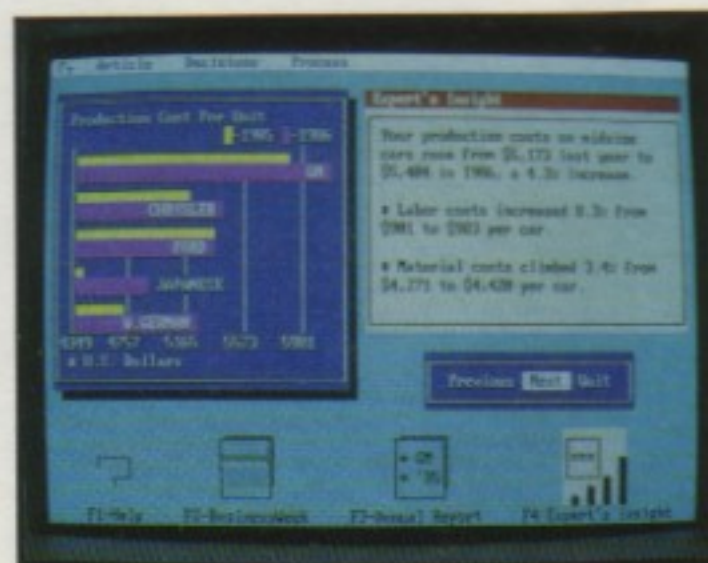
Develop a strategy, then act!

Taking into account all the factors—the competition, the economy, the markets, and the products—you must develop a strategic plan that will lead you to success. The decisions you make will ultimately affect your sales, return on investment, and profit.

What worked? What didn't? And why?

Your decisions and those made by your computer for all your competitors are run through a simulated year. The results are then posted for your review. Did your new pricing strategy result in increased profitability? How did you fare against GM's new low financing and Ford's sleek styling.

The program has a built-in Expert's Insight feature that explains why, for example, net income went down even though revenues went up. So you'll know what happened and why.



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**System
Disk**

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**Expert/Article
Disk**

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AUTO SHUTTER

maxell
MICRO FLOPPY DISK

MF 2-DD

- Double Sided
- Double Density
- Double Track 135 TPI

BusinessWeek's

BUSINESS ADVANTAGE™

**"Can Microsoft
maintain dominance"**

For Macintosh 512E/Plus/SE/II

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