

## Strategy in Business Collection

Dear INSERT\_FIRST\_NAME,

As the world gets flatter and markets continue to evolve at the speed of light, business success will stem from much more than simple profits and losses. **The right strategies can make or break your company** – success depends on flexibility, performance metrics, competitive assessments, and diligent execution.

***But you already know that.***

So what is it that you don't know about your company's strategy? Perhaps it's the value shift in your market segment, the gambles inherent to rapid growth, or how your customers are creating a revolution.

Whatever your strategy questions might be, Soundview has assembled the answers. Our [Strategy in Business Collection](#) features **25 titles that cover the essential aspects of effective strategy.**

While your competition is trying to decipher the latest economic forecast, you will be learning from the top strategic minds of our time: Peter Drucker, Robert Kaplan, David Norton, Lou Gerstner, Kenichi Ohmae, Lawrence Hrebiniak, and many more. And, as with all of Soundview's summaries, you can gain this valuable knowledge in less time than your typical morning commute.

**Order your Strategy in Business Collection today. It's only \$74.95 (\$135 for non-subscribers) for print and \$64.95 (\$125 for non-subscribers) for the online version. That's a small investment for significant strategic insights.**

**Order Now** to get your competitive advantage.

Sincerely,

Joseph A. Clement



President



**25 Titles that cover the essential aspects of effective strategy.**

**Gain this valuable knowledge one summary at a time, in less time than your typical commute.**



## The Marketing Collection

Dear INSERT\_FIRST\_NAME,

Ironic, isn't it? You're reading a marketing email about learning more about marketing . . .

But then again, that's exactly the point. In today's high-powered economy, marketing transcends simple direct mail and catalogs. Marketing now demands attention to a multitude of interweaving layers: emails, blogs, analytics, channel differentiation, compelling creative, community building, and worthwhile buzz creation. The complexity of elements can be endless.

To help you stay on top of this ever-growing marketing madness, Soundview has assembled the [Marketing Collection](#). We've compiled 15 of the most relevant and influential marketing titles to keep you ahead of the competition and in the minds of your customers.

The Marketing Collection delves into a variety of topics including mass affluence, differentiation, convergence marketing, channel advantages, and the anatomy of buzz. And, as you have come to trust, these titles are presented in Soundview's renowned compact format. The marketing landscape is immense, but learning about it will not take much of your time. This is the advantage of Soundview's summaries.

Order your Marketing Collection today. It's only \$54.95 (\$105 for non-subscribers) for the print version or \$44.95 (\$95 for non-subscribers) for the online version.

**Order Now** to get your competitive advantage today.

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Joseph A. Clement



President



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## The Wealth Collection

Dear INSERT\_FIRST\_NAME,

In the past few years, executive leaders like yourself have been bombarded with books that explain wealth-building strategies. Countless financial pundits have opinions on how you can protect and grow the wealth you've worked so hard to build.

**How can you filter all of this information and develop the best plans for short and long-term wealth, especially in this current economic crisis?**

The answer is easy: [Soundview's WEALTH COLLECTION](#).

Soundview's Wealth Collection assembles 15 of the strongest, most effective investing and wealth-building titles from our sister publication, Kiplinger's Financial Book Summaries. Each is presented in the same 15-minute concentrated format that you've come to expect. This collection examines everything from secure retirement and opportunity investing to family wealth management and hot trading secrets.

With Soundview's succinct and powerful summaries, you can acquire insightful guidance to build your wealth and not take time away from your career. You get more information and fewer distractions with less time commitment.

Order your Wealth Collection today. It's only \$54.95 (\$105 for non-subscribers) for a complete print version. That's a small investment to build your wealth and save time while doing it.

**Order Now** to get your competitive advantage today.

Sincerely,

Joseph A. Clement

President



Countless financial pundits have opinions on how you can protect and grow the wealth you worked so hard to build.

This collection examines everything from secure retirement and opportunity investing to family wealth and hot trading secrets.

