

THE BERKELEY GROUP

235 Montgomery Street, Suite 846
San Francisco, California 94104
(415) 291-8644 (415) 291-8645
1-800-398-5132
FAX # (415) 291-0551

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Dear Mr. Chairman,

How many busy corporate executives wish their staff had more practical business education to work better and help grow the company? But the cost of in-house training programs by outside university professors and continuing education can be quite high and take staff away from work. Now The Berkeley Group, the international educational tape company, brings quality MBA education into your company on video cassette. The lectures are by University of California business professors on vital business topics, micro and macroeconomics, sales and marketing, banking and finance, contracts, organizational behavior, modern management techniques and other vital subjects.

Educated employees are a company's most valuable resource. Continuous education and updating is now crucial for success in today's highly competitive arena. Berkeley Tapes can give your staff vital exposure to the best from the MBA curriculum. The price is only \$30 a tape. We include a list of tapes offered by our professors. Why send them off to Columbia or Northwestern when you can bring the material right into your office? Please place an order today. Allow 10 days for mailing.

Send order and check or money order to

The Berkeley Group
235 Montgomery Street
Suite 846
San Francisco, CA 94104

A staff better educated in marketing, finance and cost accounting, corporate finance, organizational behavior and business strategy and the like makes for more management success.

Best wishes.

Sincerely,


Denis Opsahl

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\$30 A TAPE

57

AVAILABLE TAPES

- | | |
|--|---|
| 1) Introduction to Free Markets | 17) A History of Commerce |
| 2) Four Market Structures | 18) Lectures on Business Law,
Quality Control and Entrepreneurship |
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| 4) Cost and Profit for Managers | 20) Enterprise Organization |
| 5) The Market Economy and
Government Regulation | 21) Money and Financial Policy |
| 6) Macroeconomics for Managers | 22) Motivation |
| 7) International Trade | 23) The Art of Sales |
| 8) Investments | 24) Organization and Team Building |
| 9) Contracts | 25) A Plumbing Company |
| 10) Marketing | 26) Business and Society |
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| 12) A Restaurant | 28) Central Banking and the Business
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| 13) 3 Small Businesses | 29) Managerial Finance |
| 14) A Trucking Company | 30) Insurance Brokerage |
| 15) Promotion and Advertisement | 31) Grocery and Bakery Business |
| 16) The Book Store Business | |

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AVAILABLE TAPES (continued)

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|--|---|
| 32) Lectures on Agency Strategy and Team Building | 51) Trade Unions and Collective Bargaining |
| 33) A Contracting Business | 52) Real Estate and Land Use |
| 34) The Catering Business | 53) Statistics for Management |
| 35) Elementary Accounting | 54) Starting a Business and Income Tax |
| 36) Financial Intermediaries | 55) International Business |
| 37) Negotiation | 56) Doing Business in Russia, Business Opportunities with Communism's Collapse (a case study in International Business today) |
| 38) Career Design, Human Resources, Business Logistics | 57) Marketing (Hosford) |
| 39) Management and Leadership | |
| 40) A Laundry Business | |
| 41) A Tax Professional | |
| 42) Contracts (Swann) | |
| 43) Contracts, Arbitration and Unions | |
| 44) Food Management | |
| 45) Business Ethics | |
| 46) The Car Repair Business | |
| 47) Industrial Cleaning | |
| 48) The Garment Industry | |
| 49) Management (Hess) | |
| 50) Management (Hosford) | |

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Dear Mr. Chairman:

With the change to the market economy Russia offers enormous opportunities for your fine company. The market growth potential is enormous. But one needs to learn how to do business in Russia.

The days are long gone when busy corporate executives have to attend one of those airport seminars on how to do business in the former Soviet Union.

The Berkeley Group, the international education tape company, is pleased to announce the availability of an exciting new tape by Michael Pogarelski of the Moscow Bar. A graduate of the Law Department of Moscow State University, Russia's finest university, and a practicing Russian attorney, Mr. Pogarelski lectures in English on two hour long standard cassettes on how to do practical business in Russia. Topics covered are Real Estate, Joint Ventures, Negotiation, Russian Tax, Administrative Law, Property, Courts and Arbitration, Banking, and other practical matters essential to successful corporate business in the newly opened Russian market.

This Berkeley Group Russian Business Tape is also updated as laws and business practices change in a continuing video update service. The price for this 2 part tape is only \$500.00. The lecture is produced by Dennis Opsahl, J.D., Georgetown MBA, of the staff of The Berkeley Group. Please order today. Send your order and check to:

The Berkeley Group
235 Montgomery Street
Suite 846
San Francisco, CA 94104

The opportunities are enormous in Russia. Don't miss out. Order today. Best wishes.

Sincerely,


Dennis Opsahl

The tape is critically acclaimed:

"A very, very helpful product."

- Arkady Alexeev, University of California, Berkeley,
Slavic Studies Department