

Dear Patricio Aylwin Azocar:

Many of the smart international executives you're competing with are being briefed each week by Business Week. That's precisely the reason I've reserved Business Week International at substantial savings off the subscription price.

It's the best way I know to let you judge for yourself whether Business Week International's incisive style is right for you. To find out more about Business Week International, please see the enclosed information. Just return the attached reply form to accept.

Best regards,

John W. Patten, Publisher

25% SAVINGS ACCEPTANCE FORM

Your Special Rate:

US\$ 67.50

You Save:

25%

off the regular subscription rate of US\$ 90.00

OFFICIAL USE ONLY

REPLY BY:

15/04/93

Do not write in this space

Initialed for Approval: *JW*

Yes, send me a full year, 51 issues, of Business Week International at substantial savings off the subscription rate.

- Bill Me
 - Cheque enclosed
 - Please charge my credit card
 - American Express VISA
 - MasterCard
- rd No. _____
 Expiration Date _____
 Signature _____

INTERNATIONAL BusinessWeek

Please make any address corrections below.

QAD0121

Patricio Aylwin Azocar
President
Office Of The President
Palacio De La Moneda
Santiago
Chile

Please return this acceptance form in the post paid envelope provided.

Important: To insure proper entry of your order, please complete the information below.

Company _____

Title _____

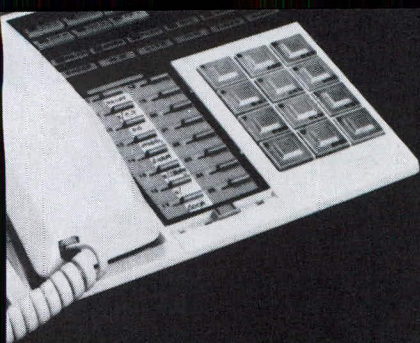
Product or Service _____

Manufacturer Non-Manufacturer

Please send Business Week home address

International to my business address

This address is indicated above below



International Business Intelligence

**A Special offer
to the Premiere
Business Magazine for
Upper Management
is yours for the asking.**

Week after week, Business Week International gives you the edge you need in today's business climate. With concise reporting tuned to upper management's needs. Pinpoint targeting of trends. Insights into which strategies are working—and which aren't. And cutting-edge intelligence on the issues that matter most—your competition, your career, your personal investments, at home and around the world.

Mail the enclosed Acceptance Form today to receive savings on Business Week International. As a continuing subscriber you can also look forward to special reports covered throughout the year: The Business Week Global 1000, with its inside look at the world's most valuable companies...Regional Economic Analyses...Where To Invest...The Best Mutual Funds...Computer Hardware And Software...Industry Outlook...Innovation...International Business...and much more.

It's all waiting for you with your paid subscription. Reply today!



**Business Week
International brings you
special reports critical
to both your business
and personal life.**

Return your acceptance today, and you'll qualify for 51 issues of Business Week International. Get great savings and see why Business Week is the most sought-after business publication available:

The Business Week Global 1000:

This must-read issue gives you a look inside the most powerful companies in the world today. You'll discover the secrets of their success, how they rank in market value, and the challenges that lie ahead in a global marketplace.

International Business—Weekly briefings on regional issues, economic forecasts, corporate strategies and more.

Where to Invest—All you need to know about investment strategies and safeguarding your finances.

Innovation—Global round up of the latest technological breakthroughs. **Computer Hardware and Software**—The latest developments and what they mean to you.

Personal Finance—All you need to know about investment strategies, real estate, insurance policies, retirement and more.

There's never been a better time to subscribe. Mail your reply today!

TO SEAL—MOISTEN OTHER SIDE OF THIS FLAP
AND FOLD OVER.

PRIORITY!
NEW SUBSCRIBER ORDER

AFFIX
POSTAGE
STAMP
HERE

PAR AVION • LUFTPOST
VIA AEREA • AIR MAIL



INTERNATIONAL
BusinessWeek

Box 506
Hightstown, NJ 08520-0506
U.S.A.