

Peterson's Spring Trade Catalog

Take A New Look!

PETERSON

Dear Colleague:

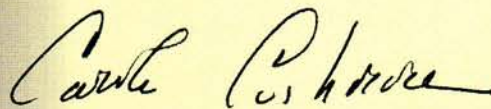
"Take a New Look at Peterson's!" We said this last spring in our first-ever Publishers Weekly cover. We said it again at ABA. It's as true now as it was then. Peterson's continues to build on its traditional strengths, adding new education and career titles, extending into workplace and family issues books, and now . . . announcing a new imprint.

Peterson's/Pacesetter Books—to help business professionals cope with change and take advantage of new opportunities in the high-octane global economy. Developed to take on the weighty business issues of the day—political leverage, self-management, teamwork—Peterson's/Pacesetter Books recognizes the human-ness of life in the business world. "Thinking books for thinking businesspeople," they offer the opportunity for readers to assess their assumptions and strategies for getting their work done well in the 1990s.

In addition, we're addressing the adventure of learning with our Summer Opportunities, Study Abroad, and Vacation Work titles serving as springboards for two new publications—Guide to Golf Schools and Resorts and Guide to Tennis Camps and Clinics. These resources for adventure holidays are keyed to the increasing demands for lifelong learning experiences. Plus, take a look at the forthcoming Guide to College for Careers in . . . Series . . . unique book/software packages that are extremely affordably priced and point students to the best colleges for their personal job interests.

"Take a New Look at Peterson's"—in Spring 1995 and beyond.

Sincerely,



Carole L. Cushmore
President

'S

Peterson's Guide to Four-Year Colleges 1996

For 26 years, Peterson's has been helping students and parents make the best college decisions. Now, *Peterson's Guide to Four-Year Colleges 1996* is the

#1 Bestselling College Guide!

This invaluable guide provides a fuller picture than ever before of more than 2,000 colleges in the U.S. and Canada . . . and is *now alphabetically arranged by state*. Information so detailed and current that it is chosen year after year as the college database for the country's major on-line networks.

Included in this edition:

- ◆ Comparative data on admission criteria, costs, majors, computer requirements and purchase plans, campus social life, safety, security, notable alumni—and more
- ◆ Two-page narrative descriptions of more than 800 schools provided by the schools themselves
- ◆ Complete academic profile of the incoming freshmen
- ◆ Clear, timely articles on evaluating college quality, selecting the right list of schools, settling in, and understanding financial aid.

With this book in hand, students and parents will find out more about each college's students, faculty, and programs—more about college life, campus governance, the technological environment, career-planning services, admissions trends, and financial policies.

Plus, bound inside every copy of *Guide to Four-Year Colleges* is *Inside College*, an exciting 12-page, 4-color magazine about topics of interest to high school juniors and seniors.

ISBN 1-56079-481-X, 2,860 pages, 8½ x 11, \$19.95 pb, June.
10-Copy Floor Display: ISBN 1-56079-545-X, \$199.50

Plus—A Free Disk!

College Application Planner

Now every *Peterson's Guide to Four-Year Colleges* includes CAP, College Application Planner, to help students select and apply to the colleges of their choice. Students can use this disk on their own IBM-compatible computer to view/print college snapshots, create inquiry letters, and learn of other resources to help with the application process.



The cover of the book features a photograph of five diverse college students walking on a campus. The title 'PETERSON'S 4-YEAR COLLEGES 1996' is prominently displayed in large, colorful letters. The text 'THE INNOVATIVE LEADER IN COLLEGE GUIDES' is at the top. On the left, the word 'PETERSON'S' is written vertically. The central text reads 'YOUR ONE-STOP GUIDE TO COMPLETE INFORMATION ON MORE THAN 2,000 COLLEGES'. At the bottom, there is an image of the 'CAP COLLEGE APPLICATION PLANNER' software box and the text 'FREE DISK to help you plan and apply'.

"The Learning Adventure Vacation"

Learning in the '90s—it comes in many forms and happens in a variety of places! Whether on a campus or "plugged in" to one, attending executive seminars or summer workshops . . . even on vacation. And now, Peterson's introduces two new adventure learning guides—just right for today's high-energy, experience-seeking vacationers.

Guide To Golf Schools and Resorts

James Max Lane

For the over 200,000 who attend golf schools each year, this exciting *Guide* offers the most comprehensive information available on more than 200 golf destinations. Glossy photos help make fact gathering and "browsing" fun, and Jimmy Ballard, "Teacher of the Decade," outlines the advantages of a golf "learning vacation." Facilities, climate, teaching style. Golfers of every age and skill level will be able to find the right program, the best buy, and the most effective approach to golf instruction for them.

The author: James Max Lane is vice president and staff writer at *Links* magazine, editor of the travel series *The Endless Fairway*, and also co-wrote and designed *Sam Snead's Guide to the Los Angeles Open*.

ISBN 1-56079-476-3, 300 pages, 6 x 9, \$12.95 pb, May

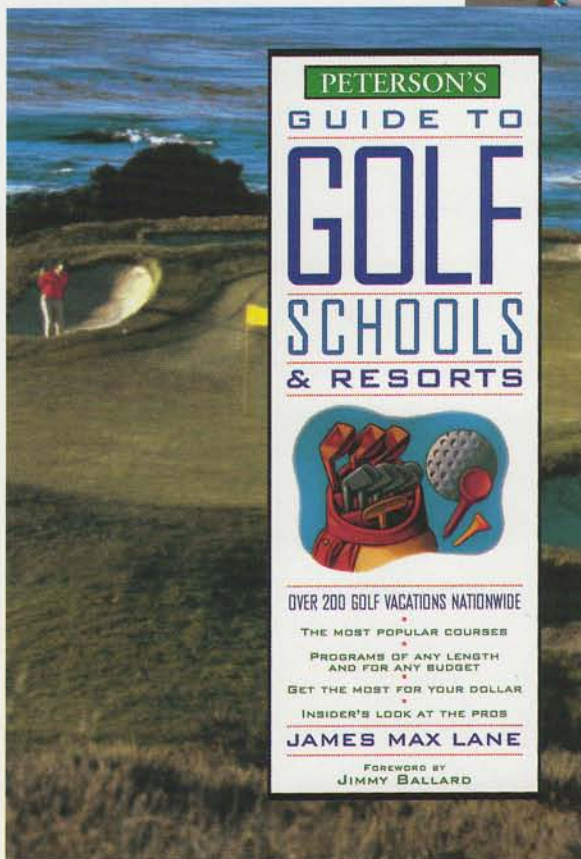
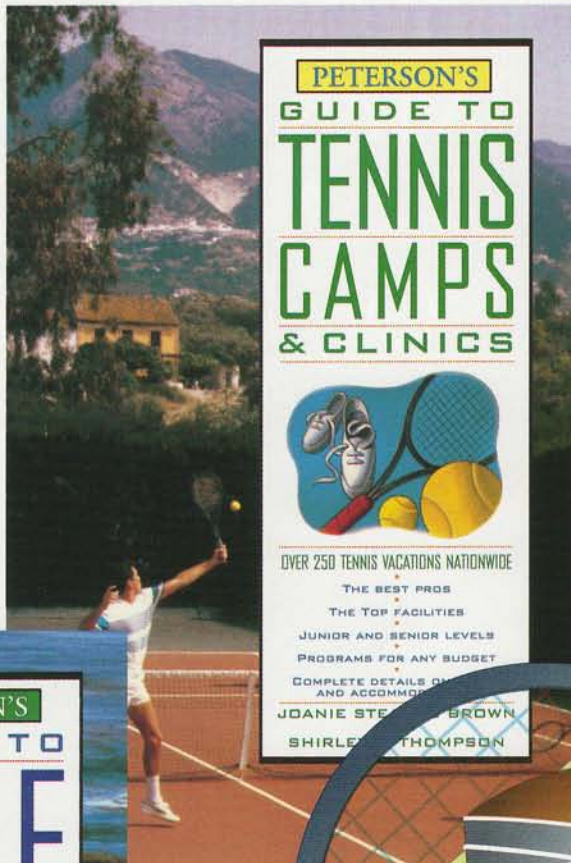
Guide to Tennis Camps and Clinics

Shirley A. Thompson and Joanie Stearns Brown

This ideal resource has all the "insider" information tennis aficionados need to choose the vacation best suited to them. It discusses individual needs, skill level, program length, and instruction intensity. Uniquely comprehensive, it gives details on the clinics, instructor qualifications, facilities, climate, and true costs, plus extras—instant videos, conditioning, nutritional training.

The authors: Shirley A. Thompson's articles have appeared in *Racquet*, the *U.S.T.A. Tennis Magazine*, and *Senior Magazine*. Joanie Stearns Brown, a knowledgeable tennis player, covers the pro tennis circuit for magazines and radio.

ISBN 1-56079-445-3, 300 pages, 6 x 9, \$12.95 pb, April



PETERSON'S/PACESETTER BOOKS



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SMALL BUSINESS, BIG POLITICS

What Entrepreneurs Need to Know
To Use Their Growing Political Power

Charles A. Riley II

*"Businesses that don't
understand how the political system
works will be eaten by their
competitors that do . . ."*

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Oxford Book Store, Atlanta, GA

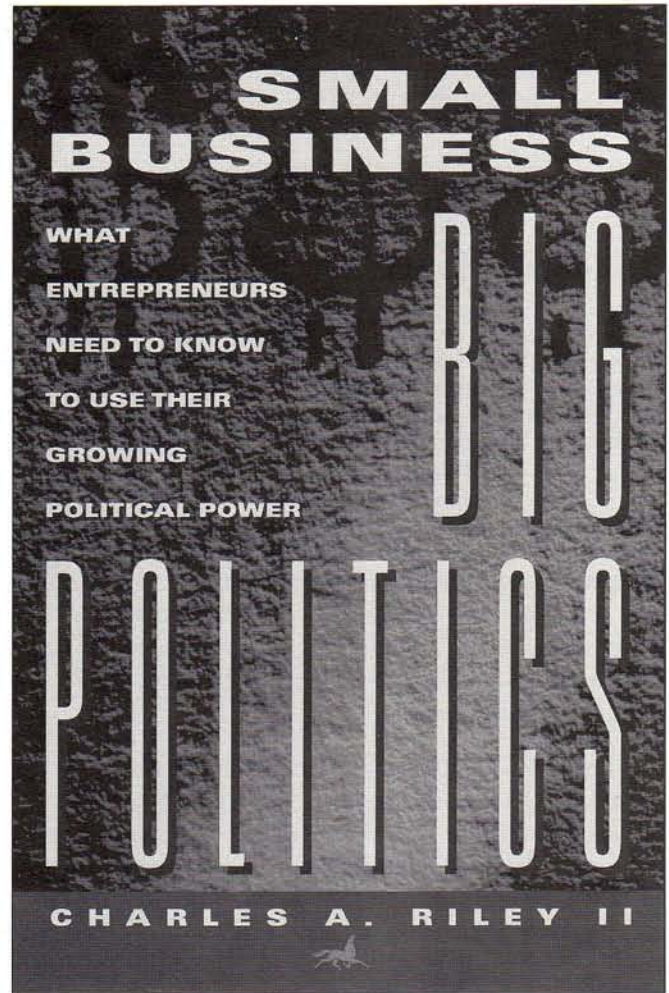
Small business, growing faster than any other segment of the economy, finds itself wielding more political influence than ever before. But along with the power, small business has become the focus of increased government attention in the form of legislation and regulation.

Small Business, Big Politics takes a detailed look at the relationship between the nation's small-business community and government. What do entrepreneurs need to know about impending social and political changes? What safeguards can they build into their business plans to protect their position in the future? How can small-business owners and managers become more involved in the political processes that have considerable impact on their business's day-to-day and long-term success?

The first book to look closely at the true relationship between small business and government, it examines:

- The politics of the environment
- The battle over health care
- Small-business lobbyists
- Trade pacts and their importance
- The "secrets" of working with government
- When it's worth it to "fight City Hall"

Small Business, Big Politics is a book that will prove to be of outstanding value to owners and managers of small businesses, policy makers, and government officials who must deal with small business, as well as the many consultants and trade associations who serve them. Its publication will coincide with the 1995 White House Conference on Small Business.



ISBN 1-56079-474-7, 256 pages, 6 x 9, \$21.95 hc, **June**

**National Advertising, Publicity,
and Author Tour**

The author:

Charles A. Riley II, of New York City, is the cofounder and editorial director of *Owner-Manager* magazine, and has written on business issues for *Fortune*. Currently, he is a professor of business journalism at Baruch College.

55% DISCOUNT!

Any combination of
10 or more Peterson's/Pacesetter
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