

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SLOAN SCHOOL OF MANAGEMENT**

77 Massachusetts Avenue/E60-100
Cambridge, MA 02139-4307

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Sample A. Sample
President
Company ABC
123 Any Street, Suite 1234
Anytown, US 12345-6789

AUTO





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President
Company ABC
123 Any Street, Suite 1234
Anvtown, US 12345-6789

May 2005

Dear Sample A. Sample:

Can you help me?

Here at MIT's Sloan School of Management, we are trying to locate someone. It might even be *you*, if ...

You are honest, smart, inquisitive and perhaps a bit skeptical – a decisive, assertive, focused straight-talker, who expects the people who support you to be the same.

You are hungry for timely, useful, on-the-money thinking, and have no patience for rumor, gossip, speculation, fluff, hype or celebrity du jour.

You are a creative thinker who is somewhat dismayed by the “dumbing down” and the “popularizing” of communications in business today.

You are an accomplished leader, a competitive go-to person who is willing to take chances (given the right input and circumstances).

And – despite your success – you recognize that the pace and complexity of business today demand that you keep learning and questioning, refreshing your mind with new ideas and seeking new solutions.

If you are that person – or you want to be – you should be reading *MIT Sloan Management Review* on a regular basis.

Now believe it or not, I am not going to try to “sell” you on starting a subscription; that would be totally inappropriate for someone like you. Instead, I am authorizing my marketing people to send you a complimentary copy of *MIT's Review* so that you

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can decide for yourself. All you need to do at this time is return the enclosed Complimentary Examination Copy Request in the postage-paid envelope provided.

We do not want your money (at least not yet)!

We want you to be totally convinced, based on your own scrutiny – and the degree to which you can apply this valuable type of advanced thinking to your own individual situation – that *MIT's Review* should be working for *you*.

You will find enclosed a brochure – something of a promotional Executive Briefing – that highlights our unique features and benefits for you. Please look it over, then put in your request.

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I genuinely hope that you *are* the person I am looking for. (Frankly, there aren't many of you around.) *If* you are ... you really should give serious consideration to joining our elite community of senior executives ASAP.

Thank you for your time.

Cordially,



Richard Schmalensee
John C Head III Dean
MIT Sloan School of Management

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P.S. With your free copy of the publication, my marketing people will also send you "Strategies for Success," a 48-page compilation of highly insightful articles that probes "core capabilities for today's managers." Please accept it with our thanks.

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WE INVENTED IT.

YOU KNOW MIT for its internationally recognized commitment to – and reputation for – research, innovation and scientific breakthroughs. But perhaps you aren't as aware of the extent to which we've applied this cutting-edge thinking to the high-stakes challenges facing senior decision makers. From MIT's prestigious Sloan School of Management comes a remarkable business publication that is unlike any other ... a highly sophisticated, telescopic view that is particularly relevant and necessary in today's volatile economic climate.

← WHERE IDEAS DEVELOP →

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Architectural rendering by
Gehry Partners, LLP

FACT IS, the quality of thinking that spawned MIT's new Stata Center is an MIT tradition ... a serious, principled, contemplative approach to possibilities you'll also find in *MIT Sloan Management Review*. Many of America's most respected corporate leaders have made this uncompromising quarterly their top reading priority. Here's why.

7 THEN WE REINVENTED THE BUSINESS MAGAZINE.

OPEN FORUM. *MIT's Review* doesn't shoehorn its authors into a particular position or point of view. Brilliant scholars, researchers and practitioners come to us with proposals, and – if accepted – we provide them with an elite audience for their stimulating ideas. No spin. No bias. No agenda. You get the opportunity to draw your own conclusions.

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INTENSE FOCUS. Chances are, you won't find *MIT Sloan Management Review* in your doctor's waiting room. People who read – and save – this authoritative reference are serious about management. Our goal is to enlighten, not to entertain. You get smarter, faster.

← WHERE IDEAS BECOME REALITY →

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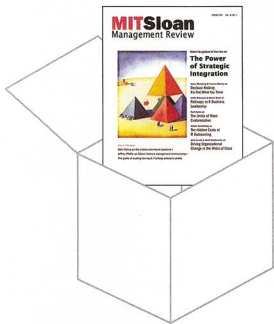
Frank Gehry's newly opened Ray and Maria Stata Center for Computer, Information and Intelligence Sciences at MIT.

WOULD YOU RATHER BE KNOWN FOR SPOTTING A TREND – OR STARTING ONE?

If you're the type of senior executive who feels constantly driven to be ahead of the curve, head for *MIT Sloan Management Review*.

Dedicated to innovation in all phases of management, we'll energize you with new ideas, new models, new perspectives, best practices, the latest business intelligence, thought-provoking opinion, challenging points of view ... all designed to shake up your assumptions and open up new possibilities.

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AHEAD-OF-THE-CURVE-OUT-OF-THE-BOX THINKING?



WHERE IDEAS START



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EMPOWERMENT. *MIT's Review* doesn't so much tell you what to do as show you how to think about a critical problem. Each issue is rich with clear, no-nonsense, vetted thinking, supported by research and real-world cases. It's deeply analytical and totally applicable. Just what you'd expect from MIT. You get inspired.

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MIT Sloan Management Review



Volume 9, Issue 5
 Senior Practice on sales channels and the Internet?
 Old bars vs. the New Economy? Better ways to build software? Turning online browsers into buyers

"The best general-purpose management publication around."
 -Tom Peters

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CAN YOU MANAGE WITHOUT IT?

Probably. But why try, when you can try *MIT Sloan Management Review* risk-free? Examine the next issue at your leisure to determine whether or not it would be an appropriate investment for your career. If so, just pay the modest introductory rate; if not, mark "cancel" on the invoice. Either way, the next valuable issue of *MIT's Review* – plus the bonus shown on the enclosed Request Form – are yours to keep. And profit from.

MIT Sloan
Management Review



Managing Organizational Forgetting

Organizational forgetting is the loss of knowledge and skills that are critical to an organization's success. This special issue explores the causes of organizational forgetting and offers strategies to prevent it. The articles in this issue are: "Organizational Forgetting: A Review of the Literature" by Robert M. Grant and Robert A. Huber; "Organizational Forgetting: A Review of the Literature" by Robert M. Grant and Robert A. Huber; "Organizational Forgetting: A Review of the Literature" by Robert M. Grant and Robert A. Huber.

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YES, send me the next issue of **MIT Sloan Management Review** so that I can decide for myself whether or not it can help me make faster, smarter, more innovative decisions.

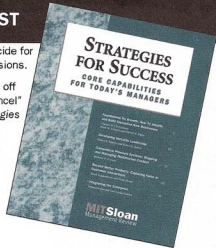
If I choose to subscribe, I will pay \$79 for an additional three issues (saving \$10 off the standard subscription rate for a one-year subscription). If not, I will mark "cancel" on the invoice. Either way, the examination issue – plus, my bonus copy of *Strategies For Success: Core Capabilities For Today's Managers* – are mine to keep.

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President
Company ABC
123 Any Street, Suite 1234
Anytown, US 12345-6789

Please check your name, title and address above for accuracy and make any necessary corrections. Then return this Request Form in the postage-paid envelope provided to: *MIT Sloan Management Review*, PO Box 55254, Boulder, CO 80321-5254. No cost or obligation in making this request. Allow 4-6 weeks for delivery.



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Monthly Copywriting Genius #56

Copywriting Comments

1. Secret of Flatter the Reader Lead: Create a bond with the reader by appealing to their sense of vanity.
2. Secret of the Golden Thread: Constantly stimulate the reader's needs and desires throughout the package. Here, the writer is stimulating the readers' need NOT to be sold.
3. Secret of Reason for Urgency: Give the reader a reason to act now.
4. Secret of the Velvet Chord: Appeal to the reader's insecurity... "not everyone can get this..." or make them feel as if they'll become part of an exclusive group that would normally be out of their reach.
5. Secret of the Hare Krishna Principle: Use this technique to create a sense of gratitude in the reader by giving him something valuable.
6. Secret of Fascination Teasers: a way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation.
7. Secret of Accentuate the Positive: Focus on the positive aspects of the product benefits.
8. Secret of Flatter the Reader lead: create a bond with the reader by appealing to their sense of vanity.
9. Secret of Accentuate the Positive: focus on the positive aspects of the product benefits
10. Secret of the Four Legged-Stool: Show track record, build credibility, have a strong idea and strong promise (or benefit). Here the writer is building CREDIBILITY for the magazine.
11. Secret of Benefit Statement: On the reply device or order form, remind the reader of the reasons they should buy this product by highlighting one of the product's benefits in a paragraph.

Design Comments

1. The carrier is simple... no fancy design. It's meant to look like a regular piece of mail and not something that signals "This is DIRECT MAIL."
2. The letter is meant to look like stationary from MIT. Notice that even the type face is done in typical typewriter style.
3. The design of the brochure matches the tone and style of the entire package. The buildings on the front of the brochure look unfinished.
4. But when turn the page, the buildings are more complete, which matches the "we reinvented it" message.
5. A photo of the magazine is shown so the reader can get an idea of what the product looks like. Notice how the magazine covers are serious - which again matches the theme of the product.