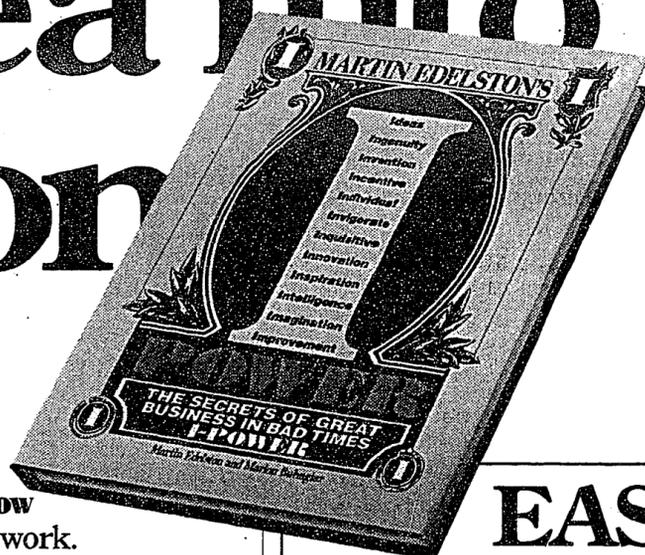


NOW YOU CAN KNOW THE SECRET...

FREE! How I turned a simple idea into a \$100 million business...



My simple secret will work for you if *you* are at the bottom of your company...or at the top...or anywhere in-between.

 I can teach it to you in a few minutes. It costs you nothing to learn.

I'm Martin Edelston, CEO and founder of Boardroom, Inc.

We sell ideas that work. And I'd like to give the most powerful of them to you now. Start right here...

How much money could you make if you were handed a dozen winning ideas every week?

Would you pay \$10 for each one of them?

I did. To a clerk whose question saved my company hundreds of thousands of dollars on postage every year. *More winning ideas on page 55.*

Would you pay \$2 for one of them?

I did. To a young lady who spotted a way to put \$10,000 back in our pocket in one order with a new vendor. *Full details on page 63.*

Would you pay nothing for one of them?

I did. To a supplier who found how to simplify what he was doing for us, and passed the savings on without even being asked. *Full details on page 80.*

Am I taking advantage of these people? Not at all! I'm building their futures, at the same time that I'm building my own.

These people have made small fortunes in the larger and larger profit sharings — and orders for the supplier. *See full details on page 129.*

No wonder each of them gives me an average of 200 ideas a year!

And you can have this same kind of idea-flow coming to you, within minutes after you pick up this book!

Remember, now, **I-POWER** means *shared idea power*, where you and everyone else that shares with you, cuts up a bigger, and then bigger, piece of the pie that ALL of your ideas create.

It's the success-engine of the 1990s. They give their ideas to you. And you share the success with them. It takes less than an hour or two to set up

an **I-POWER** flow anywhere you work.

It may be a department of 4 or 5 people, or a division of 200-300 people, or your entire company.

You are the **I-POWER** person. You know—from pages 27 to 33—exactly how easy it is to get other people's ideas bursting forth like fireworks.

You know—from page 38—exactly how to get the next higher level of management to pay serious and immediate attention to those ideas.

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• Crisis is another name for opportunity, if. *Page 71*

• How to recognize fruitful errors, bursting with their own corrections. *Page 45*

• How to do things right the first time. *Page 76*

• Zero-defect performance, even if you make mistakes. *Page 193*

• How to make major changes *fast*. *Page 77*

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• The "lateness" problem...simply evaporates. *Page 83*

• Old machinery is outdated. Spend a fortune for the new. Right? Wrong! *Page 213*

• Medical costs plummet. *Page 164*

• The absolutely overlooked secret of great business in bad times. *Page 11*

• New products made easy. One-word formula. *Page 134*

• Money is the second great business motivator. Fear is the third. Here's the first. *Page 46*

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