

March 3, 2007

Entertain and Train... Efficiently with New, Innovative Tool!

Dear (Potential) Buyer,

When it comes to defining an organization -- its past, present, and future -- getting all stakeholders on the same page is difficult. Although everybody asks the same basic questions about offerings and markets (what? why? where? when? how?), the fundamental logic that helps generate the answers can differ greatly from one person to another.

A valid theory of the business would fix this problem. (In the September 1994 Harvard Business Review issue, Peter Drucker defines "the theory of the business" as all assumptions on which an organization has been built and is being run. He advises that, to be successful, an organization must have a valid such theory.) However, the passing of time renders most, if not all, organization-specific assumptions irrelevant. As a result, the effort to generate an enduring theory of the business (for a particular organization) becomes an effort to generate a universal theory of business (for any organization).

On this note, I would like to bring to your attention the release of my innovative book that revolves around a fundamental theory of business. Business book, graphic novel, coffee table book, all rolled into one, "SPOINTRA AND THE SECRET OF BUSINESS SUCCESS" will be released in APRIL 2007 at WWW.SPOINTRA.COM. A high-quality hardcover, the book uses a mix of text and illustrations to present in a fun and concise manner a fundamental logic of business, first published as a set of slides in August 2006 at www.BizBigPic.com.

Suitable for a wide audience, from individuals with no business experience to seasoned professionals, the 56-page book is an efficient tool for fundamental business training. Priced at \$25.95 (plus sales tax and shipping fees, if necessary), the book is also available at promotional prices for bulk corporate purchases (not for resale; terms are subject to change without prior notice).

Minimum 10 Books ==> 5% Discount
Minimum 30 Books ==> 15% Discount
Minimum 50 Books ==> 25% Discount

The importance of business training cannot be stressed enough. In a recent study, Intuit and the Institute for the Future found that in the next 10 years even "artists, musicians and others not traditionally exposed to business education will learn not just their trade but small-business management skills as well" (see more at http://web.intuit.com/about_intuit/press_releases/2007/01-24.html).

I am the founder of the initiatives BizBigPic.com and RedefiningStrategy.com. My background includes over ten years of experience in business development, a Masters in Management, and a Bachelors in Management Information Systems. Some of my writings have been published by the MIT Sloan Management Review and the American Marketing Association.

Order your book at www.spointra.com or, for corporate purchases, please contact me using the information below. Also, feel free to forward this letter to other interested parties (thanks!).

Sincerely,

Cristian

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