



## Business Strategy Software Simulation *Buyers*

*This database consists of* individuals, engaged alone or in a corporate setting, who have purchased software designed to test the business policies unique to a company (marketing and sales, accounting, human resources, operations and logistics, to name a few) against simulated economic, socio-cultural, political, and environmental forces. Designed like games, such software present exercises in decision-making.

*Sourced from* client databases of software suppliers.

### SEGMENTS

240,465	Mailing List	\$190/M
221,228	Telemarketing List	\$190/M
108,209	Fax List	\$190/M
60,116	Email List	\$190/M

### SELECTS

Geography, Job Function / Title, SIC, Monthly Income, Gender, Language  
Address: private / business, Recency, Software Subject  
All Selects: *FREE of charge*

### GEOGRAPHY

Worldwide

### UPDATE FREQUENCY

Every 3 months

### MINIMUM ORDER

Quantity: 5,000

### DELIVERY

48 hours

### METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*  
Floppy disc 15.00/F each  
CD-ROM 50.00/F each  
Labels 15.00 / M  
Courier charges: at cost, Key Coding available

### COMMISSION

Broker: 20%  
Agency: 15%

### UNIT OF SALE

n/a

### RECOMMENDED USAGE

Business and Economic Literature - Personal  
Investment, Insurance, Other Financial Services -  
Information Technology Products and Services -  
Conferences, Seminars, Workshop

### SAMPLE REQUIRED