

## HART & BENJAMIN

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### Mailing List

#### HAB-2006

MIN #31057

SRDS #751471-000

### **JAMES L. EVERS ASSOCIATES** **Public Speaking, Business Writing, Presentations,** **& Planning for Career Success**

Masterfile Response Database. 52% At Business Address. 54% Male.

James L. Evers parlayed a teaching career into a business consulting company then later a publishing enterprise that helped thousands improve their careers or business by improving their communication skills. These endeavors gradually branched into products and services to improve motivation and performance skills.

His company produced THE PEAK PERFORMANCE SERIES, a human resources and development catalog. Products marketed via direct mail included books, workbooks, and one-day and two-day intensive training programs. Titles and topics included: Improving On-The-Job Performance, The OPEN System for Problem Solving, The Effective Writer's Kit, The Economy of Plain English, and Steps to Creativity & Innovation.

<b>1</b>	<b>HUMAN RESOURCES &amp; PERSONNEL MANAGERS</b>	<b>13,315</b>
<b>2</b>	<b>BUSINESS OWNERS &amp; ENTREPRENEURS</b>	<b>9,028</b>
<b>3</b>	<b>SPEAKING &amp; WRITING SKILLS</b>	<b>13,601</b>
<b>4</b>	<b>PROBLEM SOLVING &amp; CREATIVITY</b>	<b>6,412</b>

Minimum Order 5000 addresses. All records 12 months or less. Updated quarterly. Brokers welcomed.

Base Price: \$110/M

E-Mail/FTP: \$50

Key Coding: \$5/M

3-Months: \$15/M

6-Months: \$10/M

Selects (Geo/Gender): \$5/M