



March 17, 2001

David Shapiro
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19 West 34th Street, 3rd Floor
New York, NY 10001-3006

Dear David,

You asked how your course materials might be of value to us. Now, I'm wondering how some of ours might be of value to you or other training companies.

That's why I'm enclosing the Instructor's Guide for our COBOL book. If you page through it, you can see the types of materials that are available on its CD. In particular, the CD includes an exhaustive set of PowerPoint slides that cover everything that's presented in our book.

My primary question is: Do slides like this have value to training companies like yours and to corporate trainers? We give them away free to college instructors, but we charge \$1000 for corporate or third-party trainers. If our materials do have value, is that a reasonable price? (We only sell a few each year.)

Curiously, we find that some trainers buy the materials, but don't buy the books. Frankly, I would be happy to give the materials away free with an order of 25 books, but the trainers seem to want to do standup instruction without books. Is this possible?

We currently have materials like these for just our COBOL and VB6 books, but we intend to develop them for most of our books in the future. If somehow, we could adjust our package so it would be more attractive to trainers, it would probably make sense for us to do that.

That's why I would appreciate any feedback you could give. E-mail works great at mike@murach.com. Or call me anytime at 1-800-222-5528 Extension 15.

Sincerely

Mike Murach

P. S. In the next two weeks, we're having a series of meetings about what our new-product directions will be in the next two years. After those, I'll know better where we're going.