



THE FOUNDATION FOR ECONOMIC EDUCATION, INC.

IRVINGTON-ON-HUDSON, NEW YORK 10533

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HANS F. SENNHOLZ  
President

October 24, 1994

Mr. Robert J. Bidinotto  
321 Euclid Avenue  
New Castle, PA 16105

Dear Bob:

Bill Fox shared with me your memo about your crime book. I agree with him that he, our Director of Marketing, will be primarily responsible for the coordination of publicity. I will cooperate with him to the best of my ability and availability. If and when the book turns into a best seller, I will have additional labor to handle the volume. We should be easy to reach by talk show listeners under FEE, Irvington, NY 10533.\*

I am proposing a "peak time" for the marketing campaign of February 1-10. In January we'll mail out some 500 review and promotion copies; in the February issue of The Freeman we'll insert a special flier about the book.

\* As to pricing, we'll waive the \$3.00 shipping and handling charges on all orders received by phone and reduce the price from \$19.95 to \$15.00 for talk show listeners. That's a 34% reduction from list price ( $\$19.95 + \$3.00 = \$22.95 - \$7.95 = \$15.00$ ).

Please prepare a promotional flier with Beth for insertion in the February and March Freeman issues.

Also draft a letter to the contributing writers inviting them to participate in the promotion. We will produce and mail the letter. Ditto, the cover letter to talk show hosts.

The contributors will receive one hardcover copy, 10 paperbacks (they can buy additional copies at \$8.00, a 60% discount) and 50 promotional fliers.\*\* Please draft the

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\* I am hurt that you should think that we don't have an 800 number and do not accept credit card orders.

\*\* You will receive 100 free copies of which 10 will be hardbacks.

letter asking them for names and addresses of individuals who should receive review or promotional copies. Ditto, letter to academics. Ditto, six different cover letters.

We have a list of some 130 conservative and libertarian publications, law enforcement journals, legal and academic journals, columnists, think tanks, politicians, etc., to whom we routinely send all our publications. We will expand the list for your book.

As to pricing, your last point, it is probably inexpedient to set rigid prices; but it is also awkward to negotiate individual prices for different customers. We usually are guided by the quantity of the order.

With kind regards,

*Hans* 3

Hans F. Sennholz