

## Business Mastery Comparison Chart - 4th edition to 5th edition

Content - original 4th edition headings	BM 4th Edition			5th edition Changes	BM 5th Edition		
	Section	Chapter	Page		Section	Chapter	Page
<b>Chapter 1: Getting Started</b>	1	1	3		1	1	3
<b>First Steps</b>	1	1	3	removed heading			
<i>Self-Awareness is Key</i>	1	1	4		1	1	4
<i>Why Clarify Your Values?</i>	1	1	7		1	1	7
<b>Exploring Career Paths</b>	1	1	8	NEW Chapter 7: Career Tracks	3	7	113
<i>Why Clear Career Focus is Essential</i>	1	1	10	NEW Chapter 7: Career Tracks	3	7	117
<i>Career Tracks</i>	1	1	11	NEW Chapter 7: Career Tracks	3	7	115
				New Topic Chapter 7: Wellness Career Trends	3	7	115
				New Topic Chapter 7: Employee vs IC vs Self-Employed	3	7	119
<b>Your Ideal Future</b>	1	1	16		1	1	8
<b>Chapter 2: Life Planning</b>	1	2	19		1	2	11
<b>Goal Setting</b>	1	2	19		1	2	12
<i>Setting Realistic Goals</i>	1	2	20		1	2	12
<i>Purpose, Priorities, and Goals</i>	1	2	21		1	2	13
<i>Goal Setting Techniques</i>	1	2	23		1	2	14
				New Heading: Goal Setting Enhancements	1	2	17
<i>Clarifying Your Life Vision</i>	1	2	26		1	2	18
<i>Ranking Goals</i>	1	2	28		1	2	20
<b>Strategic Planning</b>	1	2	28		1	2	20
<b>Follow-Through</b>	1	2	32		1	2	23
<b>Chapter 3: Success Strategies</b>	1	3	33		1	3	25
<b>What Is Success?</b>	1	3	33		1	3	26
				New Topic: Does Success Lead to Happiness?	1	3	26
<i>Self-Management</i>	1	3	34		1	3	27
<b>Barriers to Success</b>	1	3	35		1	3	28
<i>Attitudes, Beliefs, and Perceptions</i>	1	3	35		1	3	28
<i>How to Avoid Self-Sabotage</i>	1	3	36		1	3	29
<b>Tools for Actualizing Goals</b>	1	3	43		1	3	33
<i>Creative Visualization</i>	1	3	43		1	3	33
<i>Affirmations</i>	1	3	44		1	3	34
<i>Breaking Old Habits</i>	1	3	47		1	3	36
<i>Dissolving Problems</i>	1	3	48	New Heading: More Than Positive Thinking	1	3	37
<b>Time Management Principles</b>	1	3	49		1	3	38

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	<b>Section</b>	<b>Chapter</b>	<b>Page</b>		<b>Section</b>	<b>Chapter</b>	<b>Page</b>
<i>The Pareto Principle</i>	1	3	50		1	3	39
<i>Types of Time Needed to Run a Business</i>	1	3	51		1	3	40
<i>High Priority Activities</i>	1	3	54		1	3	43
<b>Tracking</b>	1	3	55		1	3	43
<i>Tracking Key Business Indicators</i>	1	3	56		1	3	44
<i>Sample Tracking Forms</i>	1	3	57		1	3	46
<b>The Art of Risk-Taking</b>	1	3	58		1	3	47
<b>Motivation</b>	1	3	60		1	3	49
<i>Motivation Techniques</i>	1	3	61		1	3	50
<b>Chapter 4: Boost Career Longevity</b>	1	4	63		1	4	53
<b>Career Longevity Components</b>	1	4	63		1	4	54
<i>Personality Characteristics</i>	1	4	64		1	4	54
<i>Client Interactions</i>	1	4	64		1	4	54
<i>Technical Capabilities</i>	1	4	65		1	4	55
<i>Business Savvy</i>	1	4	65		1	4	55
<i>Self-Care</i>	1	4	65	moved down and combined with stress mgmt	1	4	56
<i>Grow a Strong Client Base</i>	1	4	66		1	4	55
<b>Prevent Burnout</b>	1	4	66		1	4	56
<i>Scarcity Consciousness</i>	1	4	66		1	4	57
<i>Sloppy Time Management</i>	1	4	67		1	4	58
<i>Boundaries</i>	1	4	67	renamed: Poor Boundaries	1	4	58
<i>Stress</i>	1	4	67	renamed: Self-Care and Stress Management	1	4	56
<i>Boredom Syndrome</i>	1	4	69		1	4	58
<b>Professional Development</b>	1	4	69		1	4	59
<i>Continuing Education</i>	1	4	70		1	4	59
<i>Research</i>	1	4	73		1	4	62
<b>Cultivate Your Support System</b>	1	4	75		1	4	64
<i>Find the Right Mentor</i>	1	4	75		1	4	65
<i>How to Choose Advisors</i>	1	4	76		1	4	66
<i>Create a Safe Harbor with Supervision</i>	1	4	77	moved up in same section, above Find the Right Mentor	1	4	64
<i>Mastermind Groups</i>	1	4	79		1	4	67
<b>Chapter 5: Conscious Practice</b>	2	5	83		2	5	71
<b>Ethics</b>	2	5	83		2	5	72
<i>Key Interpersonal Ethics Concerns</i>	2	5	84		2	5	73
<i>Key Business Ethics Concerns</i>	2	5	86		2	5	74

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<b>Content - original 4th edition headings</b>	Section	Chapter	Page	<b>5th edition Changes</b>	Section	Chapter	Page
<i>Resolving Ethical Dilemmas</i>	2	5	87		2	5	75
<i>Codes of Ethics</i>	2	5	90		2	5	78
<b>Professionalism</b>	2	5	90		2	5	80
<i>Professional Affiliations</i>	2	5	91		2	5	80
<i>Professional Credentials</i>	2	5	91		2	5	81
<i>Image</i>	2	5	92		2	5	81
<b>Goodwill</b>	2	5	95		2	5	84
				New Topic: Public Recognition	2	5	84
<b>Social Responsibility</b>	2	5	96		2	5	85
<i>Profiles</i>	2	5	96		2	5	86
<i>Steps You Can Take Now</i>	2	5	98		2	5	86
<b>Chapter 6: Therapeutic Communications</b>	2	6	101		2	6	89
<b>Communication Fundamentals</b>	2	6	101		2	6	90
<i>First Impressions</i>	2	6	102		2	6	90
<i>Building Rapport</i>	2	6	102		2	6	91
				New Subheading: Keys to Excellent Communication	2	6	91
<b>Communication Barriers</b>	2	6	104		2	6	95
<i>Upset Clients and Difficult Situations</i>	2	6	105		2	6	95
<i>Emotional Triggers</i>	2	6	106		2	6	96
<b>Listening Skills</b>	2	6	107	moved above Communication Barriers	2	6	92
<i>Active Listening</i>	2	6	107		2	6	92
<i>Reflective Feedback</i>	2	6	108		2	6	93
				New Topic: Body Language	2	6	94
<b>Communication &amp; Learning Styles</b>	2	6	109	deleted			
<b>Documenting Client Sessions</b>	2	6	110		2	6	97
<i>Client Forms</i>	2	6	111		2	6	98
<b>Client Interviews</b>	2	6	113		2	6	100
<i>Timing</i>	2	6	113		2	6	101
<i>Artful Phrasing</i>	2	6	114		2	6	102
<i>Interview Stages</i>	2	6	115		2	6	103
<i>Subsequent Sessions</i>	2	6	117	combined with Interview Stages	2	6	103
<i>Client Compliance</i>	2	6	118		2	6	105
<i>Client Education</i>	2	6	118		2	6	106
<i>Hone Your Interviewing Skills</i>	2	6	118		2	6	106
<b>Telephones: The Client Connection</b>	2	6	120	renamed: The Client Technology Connection	2	6	107

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<i>Content - original 4th edition headings</i>	Section	Chapter	Page	<i>5th edition Changes</i>	Section	Chapter	Page
<i>Phone Etiquette</i>	2	6	120		2	6	107
				New Topic: Email and Text Etiquette	2	6	109
<i>Screening Clients</i>	2	6	122		2	6	109
<i>Machines vs. Humans</i>	2	6	123	now first subheading in this section	2	6	107
<i>Improving Communication Effectiveness</i>	2	6	124	combined with Phone Etiquette	2	6	107
				New Heading: Declining and Dismissing Clients	2	6	111
				New Topic: Declining a Potential New Client	2	6	111
				New Topic: Dismissing a Current Client	2	6	111
<b>Chapter 7: An Insider's Look at Work Settings</b>	3	7	127	now separated into chapters 8-11			
<b>Working in Spa Settings</b>	3	7	127	Now Chapter 8: Spa and Salon Settings	3	8	129
<i>What to Expect in Spas</i>	3	7	128	Now Chapter 8	3	8	130
<i>Day Spas</i>	3	7	133	Now Chapter 8	3	8	135
<i>Cruise Ship Spas</i>	3	7	134	Now Chapter 8	3	8	136
<i>Destination, Resort, and Luxury Hotel Spas</i>	3	7	136	Now Chapter 8	3	8	138
<i>Dental Spas</i>	3	7	138	combined with Medical Spas in Chapter 8	3	8	139
<i>Medical Spas</i>	3	7	139	combined with Dental Spas in Chapter 8	3	8	139
<b>Working in Medical Settings</b>	3	7	140	Now Chapter 9: Primary Healthcare Settings	3	9	141
<i>Specialties</i>	3	7	140	Now Chapter 9	3	9	142
<i>Administration</i>	3	7	141	Now Chapter 9	3	9	142
<i>Measuring Therapeutic Outcomes</i>	3	7	141	Now Chapter 9	3	9	142
<b>Working in Wellness Centers</b>	3	7	142	Now Chapter 10: Group Practice Settings	3	10	153
<b>Working in Speciality Centers</b>	3	7	144	Now Chapter 10	3	10	154
<b>Chapter 8: Employment Fundamentals</b>	3	8	145	Now Chapter 12: Employment Fundamentals	4	12	165
<b>Research Potential Employers</b>	3	8	145	Now Chapter 12	4	12	167
<i>Informational Interviews</i>	3	8	146	Now Chapter 12	4	12	167
<b>Contact Potential Employers</b>	3	8	147	Now Chapter 12	4	12	169
<b>Polish Your Interviewing Skills</b>	3	8	148	Now Chapter 12	4	12	169
<i>Tough Questions</i>	3	8	149	Now Chapter 12	4	12	170
<b>Resume Writing Made Easy</b>	3	8	151	Now Chapter 13: The Employment Kit	4	13	173
<i>Resume Formats</i>	3	8	152	Now Chapter 13	4	13	174
<i>Cover Letters</i>	3	8	155	Now Chapter 13	4	13	180
<i>Targeted Inquiry Letters</i>	3	8	157	Now Chapter 13	4	13	182
<b>Employment Contracts</b>	3	8	157	Moved to Chapter 22	6	22	328
<b>Negotiating a Raise</b>	3	8	160	Now Chapter 14: Terms of Employment	4	14	184

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<i>Content - original 4th edition headings</i>	BM 4th Edition			<i>5th edition Changes</i>	BM 5th Edition		
	Section	Chapter	Page		Section	Chapter	Page
				New Topic Chapter 14: Scheduling	4	14	184
				New Topic Chapter 14: Asking for a Raise	4	14	186
				New Topic Chapter 14: Advancement	4	14	187
<i>Rate Your Performance</i>	3	8	160	Now Chapter 14	4	14	187
<i>The Performance Review Meeting</i>	3	8	161	Now Chapter 14	4	14	188
<b>Career Success Secrets</b>	3	8	163	Now Chapter 12	4	12	166
				New Topic Chapter 12: Traits of Successful Employees	4	12	166
<b>Chapter 9: An Insider's Look at Practice Settings</b>	4	9	167	Now Chapter 11: Private Practice Settings	3	11	155
<b>Your Ideal Practice</b>	4	9	167	combined with Your Ideal Career in Chapter 7	3	7	128
<b>Private Practice</b>	4	9	168		3	11	155
<i>Independent Contractors</i>	4	9	168	Now Chapter 7	3	7	122
<i>Key Aspects of Private Practice</i>	4	9	168	renamed: What to Expect	3	11	156
				New Topic: Commercial Office Space	3	11	157
				New Topic: Home Office	3	11	157
<i>Salon and Day Spa Environments</i>	4	9	171	Now Chapter 8	3	8	135
<i>Fitness Centers and Health Clubs</i>	4	9	172		3	11	159
<i>Private Practitioner for a Celebrity or Athlete</i>	4	9	173		3	11	160
<i>Corporate Wellness Programs</i>	4	9	174		3	11	161
<i>Hospice</i>	4	9	175	combined with Hospitals and Hospice in Chapter 9	3	9	144
<i>On-Site and Outcall Settings</i>	4	9	176		3	11	162
<i>Working in a Primary Care Provider's Office</i>	4	9	177		3	11	158
<b>Group Practice</b>	4	9	178	Now Chapter 10	3	10	147
<i>Key Aspects of Group Practice</i>	4	9	180	Now Chapter 10	3	10	149
<b>Chapter 10: Business Start-Up</b>	4	10	185	Now Chapter 15: Business Start-Up	5	15	193
<b>Where to Start</b>	4	10	185	renamed: Initial Research	5	15	194
<i>Scope Out the Competition</i>	4	10	185		5	15	194
<i>People with Insider Information</i>	4	10	186		5	15	195
<i>Determine the Business Feasibility</i>	4	10	186		5	15	195
<i>Self-Assessment</i>	4	10	188		5	15	197
				New Topic: Assemble Your Business Advisors	5	15	198
<b>Start-Up Financing</b>	4	10	189		5	15	198
<b>Buying a Practice</b>	4	10	191		5	15	212
<i>Evaluate Your Reasons For Buying</i>	4	10	191		5	15	213
<i>Determine the Fit</i>	4	10	192		5	15	213

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<b>Content - original 4th edition headings</b>	<b>Section</b>	<b>Chapter</b>	<b>Page</b>	<b>5th edition Changes</b>	<b>Section</b>	<b>Chapter</b>	<b>Page</b>
<i>Conduct a Preliminary Evaluation</i>	4	10	193		5	15	214
<i>Evaluate the Business Premises</i>	4	10	193		5	15	214
<i>Clarify Legal Agreements</i>	4	10	194	combined with Conduct Preliminary Evaluation	5	15	214
<i>Open Negotiations</i>	4	10	194		5	15	215
<i>Final Stages</i>	4	10	194		5	15	215
				New Topic: Purchasing a Franchise	5	15	215
<b>Legal Status</b>	4	10	195		5	15	200
<i>Sole Proprietorship</i>	4	10	195		5	15	200
<i>Partnerships</i>	4	10	196		5	15	200
<i>Corporations</i>	4	10	196		5	15	201
<b>Business Name</b>	4	10	199		5	15	204
				New Topic: Domain Name	5	15	205
<b>Location, Location, Location</b>	4	10	200	New Chapter 16: Location, Location, Location	5	16	217
<i>Zoning: Your Rights &amp; Responsibilities</i>	4	10	201	New Chapter 16	5	16	218
<i>Office Design</i>	4	10	205	New Chapter 16	5	16	221
<b>Licenses and Permits</b>	4	10	210	Now Chapter 15 under Laws and Regulations	5	15	206
				New SubTopic: Professional Licenses and Requirements	5	15	206
				New SubTopic: Business Licenses and Permits	5	15	206
<b>Insurance Coverage</b>	4	10	210		5	15	207
<b>Setting Your Fees</b>	4	10	212		5	15	208
<i>Sliding Fee Scales</i>	4	10	214		5	15	210
<i>Prepaid Package Plans</i>	4	10	214		5	15	210
<i>Raising Your Rates</i>	4	10	214		5	15	210
				New Topic: Value Added Service	5	15	211
<b>Chapter 11: Create a Dynamic Business Plan</b>	4	11	215	Now Chapter 17: Create a Dynamic Business Plan	5	17	231
<b>Overview</b>	4	11	215				
<i>Business Plan Fundamentals</i>	4	11	216		5	17	232
<b>Business Plan Outline</b>	4	11	217		5	17	234
<i>The Basic Business Plan</i>	4	11	217		5	17	234
<i>Business Plan Supplement</i>	4	11	221		5	17	238
<b>Getting Started</b>	4	11	222	Now Subheading of Business Plan Fundamentals	5	17	233
<b>Chapter 12: Practice Management</b>	5	12	225	Now Chapter 18: Office Management	6	18	241
<b>Policies and Procedures</b>	5	12	225		6	18	242
<i>Policy Manual</i>	5	12	225		6	18	242

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<i>Procedure Manual</i>	5	12	232		6	18	249
<b>Make Smart Technology Choices</b>	5	12	233		6	18	253
<i>Business Software</i>	5	12	234		6	18	255
<i>Telephones</i>	5	12	236		6	18	253
<i>Pagers</i>	5	12	237	deleted			
<i>Message Systems</i>	5	12	237	Now Subheading of Telephones	6	18	253
<i>Fax Machines</i>	5	12	238	Now combined: Copiers, Printers, and Fax Machines	6	18	258
<i>Photocopiers</i>	5	12	238	Now combined: Copiers, Printers, and Fax Machines	6	18	258
<i>Computers</i>	5	12	239	New Heading: Computers and Tablets	6	18	254
<i>Personal Digital Assistants (PDAs)</i>	5	12	241	deleted			
<i>Printers</i>	5	12	241	Now combined: Copiers, Printers, and Fax Machines	6	18	258
<i>The Internet</i>	5	12	241		6	18	257
<b>Office Organization</b>	5	12	242		6	18	258
<i>The Paperless Office</i>	5	12	242		6	18	258
<i>Get Organized Now!</i>	5	12	242		6	18	259
<i>Protecting Your Records</i>	5	12	246		6	18	262
<b>Health Insurance Portability and Accountability A</b>	5	12	246	Now Chapter 19: Practice Management	6	19	264
<i>The Four Facets of HIPAA</i>	5	12	247		6	19	264
<i>Who Must Comply with HIPAA Regulations?</i>	5	12	247		6	19	264
<i>Myths</i>	5	12	248		6	19	265
<i>Penalties for Noncompliance</i>	5	12	248	deleted			
<i>Steps to Implement Now</i>	5	12	248		6	19	265
<b>The Anatomy of a Contract</b>	5	12	250		6	19	274
				New Heading: What to Include	6	19	274
<b>Negotiations</b>	5	12	252		6	19	276
<b>Conflict Management</b>	5	12	254		6	19	277
<i>Mediation and Arbitration</i>	5	12	255		6	19	278
<b>Insurance Reimbursement</b>	5	12	256	This whole section moved up to follow HIPAA	6	19	267
<i>Insurance Claim Processing Overview</i>	5	12	257		6	19	268
<i>To Bill or Not to Bill</i>	5	12	258		6	19	269
<i>Types of Insurance Providers</i>	5	12	259		6	19	270
<i>Licensing Regulations</i>	5	12	260		6	19	271
<i>Procedure and Modality Codes</i>	5	12	260		6	19	271
<i>Basic Steps for Submitting Claims</i>	5	12	261		6	19	272
<i>Electronic Billing</i>	5	12	262		6	19	273
				New Topic: The Affordable Care Act	6	19	273

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	Section	Chapter	Page		Section	Chapter	Page
<b>Chapter 13: Take Your Practice to the Next Level</b>	5	13	263	This chapter content moved to various chapters			
<b>Recession-Proof Your Practice</b>	5	13	263	Now Chapter 20	6	20	304
<i>Product Sales</i>	5	13	263	Now Chapter 21: Retail Management	6	21	305
				New Topic Chapter 21: Boost Your Bottom Line...	6	21	306
				New Topic Chapter 21: Ethical Concerns	6	21	308
				New Topic Chapter 21: Choose Appropriate Products	6	21	311
				New Topic Chapter 21: The Art of Selling Products	6	21	314
				New Topic Chapter 21: Merchandising	6	21	318
				New Topic Chapter 21: Drive Your BUS to Success	6	21	320
<i>Value-Added Service</i>	5	13	266	Moved to Chapter 15	5	15	211
<b>Choose Your Direction</b>	5	13	268	Now Chapter 23: Transitioning Your Business	6	23	336
<i>Decision-Making Pinnacles</i>	5	13	269	Now Chapter 23	6	23	337
<i>Exploration and Evaluation</i>	5	13	269	Now Chapter 23	6	23	337
<i>Options</i>	5	13	270	Now Chapter 23	6	23	338
				Chapter 23 New Topic: Closing a Practice	6	23	345
				Chapter 22 New Topic: What Makes a Good Employer	6	22	322
<b>Hiring Help</b>	5	13	270	Now Chapter 22	6	22	322
<i>Administrative Support Staff</i>	5	13	271	Now Chapter 22	6	22	323
<i>Sources for Finding Help</i>	5	13	272	Now Chapter 22	6	22	324
<i>Employment Regulations</i>	5	13	272	Now Chapter 22	6	22	324
<i>Independent Contractor Status</i>	5	13	273	Now Chapter 22	6	22	325
				New Topic: Interviewing Practitioners	6	22	327
<i>Managing Your Staff</i>	5	13	278	Now Chapter 22	6	22	332
				New SubTopic: Employment Policies	6	22	332
<b>Relocating Your Practice</b>	5	13	280	Now Chapter 16	5	16	226
<i>Moving Within the Same City</i>	5	13	280	Now Chapter 16	5	16	226
<i>Moving to a New City</i>	5	13	283	Now Chapter 16	5	16	229
<b>Chapter 14: Financial Management</b>	5	14	285	Now Chapter 20: Financial Management	6	20	279
<b>Money, Money, Money</b>	5	14	285	Now Chapter 20 introduction	6	20	280
				New Topic: Personal Budgeting	6	20	280
				New Topic: Saving Money	6	20	281
				New Topic: Credit Scores	6	20	282
<b>Financial Recordkeeping</b>	5	14	286		6	20	282
<i>What Types of Records Should I Keep?</i>	5	14	287		6	20	283



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	<b>Section</b>	<b>Chapter</b>	<b>Page</b>		<b>Section</b>	<b>Chapter</b>	<b>Page</b>
<i>Creating a Separate Identity</i>	5	14	288		6	20	284
<i>Business Income</i>	5	14	290		6	20	284
<i>Business Deductions</i>	5	14	292		6	20	285
<i>Financial Statements</i>	5	14	296		6	20	290
<b>Taxes</b>	5	14	301		6	20	294
<i>Common Tax-Cutting Strategies</i>	5	14	301	deleted			
<i>Preparing Tax Returns</i>	5	14	302		6	20	294
<i>U.S. Federal Tax Reporting</i>	5	14	303		6	20	295
<i>Tax Credits</i>	5	14	305		6	20	297
<i>U.S. State Tax Reporting</i>	5	14	307		6	20	298
<i>Canadian Tax Resources</i>	5	14	307		6	20	299
<b>Work Smarter with Barter</b>	5	14	309		6	20	300
<i>Direct Barter</i>	5	14	309		6	20	301
<i>Barter Exchanges</i>	5	14	310		6	20	302
<b>Inventory Control</b>	5	14	311	Moved to Chapter 21	6	21	313
<b>Selling a Practice</b>	5	14	312	Moved to Chapter 23	6	23	338
<i>Four Ways to Leave Your Business</i>	5	14	313	Moved to Chapter 23	6	23	339
<i>The Eight Selling Stages</i>	5	14	314	Moved to Chapter 23	6	23	339
<b>Retirement Planning</b>	5	14	321		6	20	302
<i>Retirement Plan Options</i>	5	14	321		6	20	302
<b>Chapter 15: Marketing Fundamentals</b>	6	15	325	Now Chapter 24: Marketing Fundamentals	7	24	349
<b>Primary Marketing Principles</b>	6	15	325		7	24	350
<i>The Essence of Marketing</i>	6	15	326		7	24	350
				New Topic: What Clients Want	7	24	353
				New Topic: The Purchasing Cycle	7	24	354
<i>The Power of Public Opinion</i>	6	15	326		7	24	356
<i>Establish Credibility</i>	6	15	327		7	24	356
<i>Competition</i>	6	15	327		7	24	368
<i>Cooperation</i>	6	15	329		7	24	370
<i>The Lifetime Value of a Client</i>	6	15	332		7	24	356
<i>Tracking Trends</i>	6	15	333	Moved to Chapter 3	1	3	45
<b>Develop a Marketing Plan</b>	6	15	335		7	24	374
				New Subheading: Marketing Plan Components	7	24	375
<i>Positioning</i>	6	15	336	Moved up to Subhead under Primary Marketing Principle	7	24	357
<i>Targeting Markets</i>	6	15	339	Moved up to Subhead under Primary Marketing Principle	7	24	360

## Business Mastery Comparison Chart - 4th edition to 5th edition

	BM 4th Edition				BM 5th Edition		
<i>Content - original 4th edition headings</i>	Section	Chapter	Page	<i>5th edition Changes</i>	Section	Chapter	Page
<i>Marketing Assessment</i>	6	15	349		7	24	376
<i>Strategic Action Plans</i>	6	15	350		7	24	376
<b>Chapter 16: Marketing in Action</b>	6	16	351	This chapter content moved to various chapters	7		
<b>Marketing Techniques Primer</b>	6	16	351	Combined with Marketing Mix	7	24	373
<i>Marketing Mix</i>	6	16	351	Now Chapter 24	7	24	373
<b>Getting Your First Clients</b>	6	16	353	Now Chapter 24	7	24	377
<i>Almost No-Cost Start-up</i>	6	16	354	Now Chapter 24	7	24	378
<i>Moving Forward</i>	6	16	354	Now Chapter 24	7	24	378
<b>Promotion: Person-to-Person</b>	6	16	354	Now Chapter 25: Promotions and Community Relations	7	25	380
<i>Word-of-Mouth Referrals</i>	6	16	355	Now Chapter 25	7	25	380
<i>Networking</i>	6	16	357	Now Chapter 25	7	25	383
<i>Building Professional Alliances</i>	6	16	361	Now Chapter 25	7	25	388
<i>Show and Tell</i>	6	16	367	Renamed: Public Speaking Chapter 25	7	25	394
<i>Develop a Dynamic Introduction</i>	6	16	372	Moved up after Networking Chapter 25	7	25	386
				New Heading: Events Chapter 25	7	25	398
<i>Parties</i>	6	16	373	Now Chapter 25	7	25	402
<i>Open Houses</i>	6	16	377	Now Chapter 25	7	25	399
<i>Booths</i>	6	16	378	Now Chapter 25	7	25	400
<b>Promotion: The Written Word</b>	6	16	379	Now Chapter 26: Marketing Materials	7	26	405
				New Topic Chapter 26: Design Overview	7	26	407
				New SubTopic Chapter 26: Artwork Sources	7	26	407
<i>Articles</i>	6	16	379	Now Chapter 26	7	26	413
<i>Reports</i>	6	16	380	Now Chapter 26	7	26	414
<i>Newsletters</i>	6	16	381	Now Chapter 26	7	26	414
<b>Promotion: Marketing Materials</b>	6	16	386	Now Chapter 26	7	26	405
<i>Business Cards</i>	6	16	387	Now Chapter 26	7	26	407
<i>Brochures</i>	6	16	389	Now Chapter 26	7	26	408
<i>Fliers and Circulars</i>	6	16	392	Now Chapter 26	7	26	412
				New Topic: Welcome To My Office Kit	7	26	419
<i>Direct Mail</i>	6	16	392		7	26	419
<i>Gift Certificates</i>	6	16	397		7	26	423
				New Topic: Custom Gift Cards	7	26	427
<i>Coupons</i>	6	16	400		7	26	427
<i>Personalized Gift Items</i>	6	16	400		7	26	427
				New Topic: Signage	7	26	428

## Business Mastery Comparison Chart - 4th edition to 5th edition

<i>Content - original 4th edition headings</i>	BM 4th Edition			<i>5th edition Changes</i>	BM 5th Edition		
	Section	Chapter	Page		Section	Chapter	Page
<b>Promotion: Internet</b>	6	16	401	Now Chapter 27: Online Presence	7	27	429
<i>Website Savvy</i>	6	16	402		7	27	430
				New SubTopic: Planning	7	27	431
				New SubTopic: On-Page SEO	7	27	432
				New SubTopic: Content	7	27	434
				New SubTopic: Marketing Perspective	7	27	436
				New SubTopic: Drive Traffic to Your Website	7	27	436
<i>Website Design</i>	6	16	402	now subtopic of Website Savvy	7	27	434
<i>Website Hosting Services</i>	6	16	404	now subtopic of Website Savvy	7	27	434
<i>Search Engine Listings</i>	6	16	405		7	27	437
<i>Bloggng</i>	6	16	406		7	27	437
				New Topic: Videos	7	27	438
				New Topic: Social Media Marketing	7	27	438
				New SubTopic: Social Media as SEO	7	27	439
				New SubTopic: Posting Schedule	7	27	440
				New SubTopic: Increase Engagement	7	27	441
				New SubTopic: Reusing Content	7	27	442
				New SubTopic: Multiple Social Sites	7	27	443
				New SubTopic: Personal vs Business Use	7	27	443
<i>Online Discussion Groups</i>	6	16	407	Moved to Chapter 4	1	4	67
<i>e-Newsletters</i>	6	16	407	Moved to Chapter 26	7	26	418
<b>Advertising</b>	6	16	408	Split into different Chapters			
<i>Internet Advertising</i>	6	16	409	Renamed: Online Advertising, now in Chater 27	7	27	444
				New SubTopic Chapter 27: Customer Personas	7	27	444
				New SubTopic Chapter 27: Elements of an Online Ad	7	27	445
<i>Print Advertising</i>	6	16	409	Now Chapter 28: Print and Broadcast Advertising	7	28	448
<i>Broadcast Advertising</i>	6	16	415	Now Chapter 28	7	28	455
<b>Publicity</b>	6	16	416	Now Chapter 29: Publicity	7	29	457
<i>Developing Media Relationships</i>	6	16	417	Now Chapter 29	7	29	458
				New SubTopic: Make a Personal Connection	7	29	458
				New SubTopic: Identify Your Hook	7	29	459
<i>Press Releases</i>	6	16	418		7	29	462
<i>The Media Kit</i>	6	16	421		7	29	464
<i>Getting Interviewed</i>	6	16	422		7	29	466
<b>Community Relations</b>	6	16	430	Now combined with Chapter 25	7	25	379
<i>Fundraisers</i>	6	16	430	Now Chapter 25	7	25	401

