

ASHTON-TATE

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 INFORMATION

FOR IMMEDIATE RELEASE

ASHTON-TATE PUBLISHING
TO HOST AUTHOR RECEPTION

LAS VEGAS, Nev. -- The Ashton-Tate Publishing Group will host a media reception for Charles E. Sherman, author of Ashton-Tate's new book release Up & Running: Adventures of Software Entrepreneurs at COMDEX/Fall, Thursday, November 15, from 6 p.m. to 9 p.m. at the Dunes Hotel Seahorse room, North Tower, Las Vegas. All members of the media are invited.

In his first book for Ashton-Tate, Sherman tells the story of the software business, the nation's fastest growing industry, and provides an inside view of the personalities behind its initial successes and failures.

Sherman, 46, has written more than 20 books, including Elegant Computer Print. He has written for Info Age, Canada, and he has a monthly feature in Lifelines, the Software Magazine.

In addition to the reception, Sherman will appear at the Ashton-Tate booth (#3086) Thursday, Nov. 15 and Friday Nov. 16 from 2 p.m. to 4 p.m.

Up and Running will be available through Ashton Tate in November 1984 at a suggested retail price of \$15.95.

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