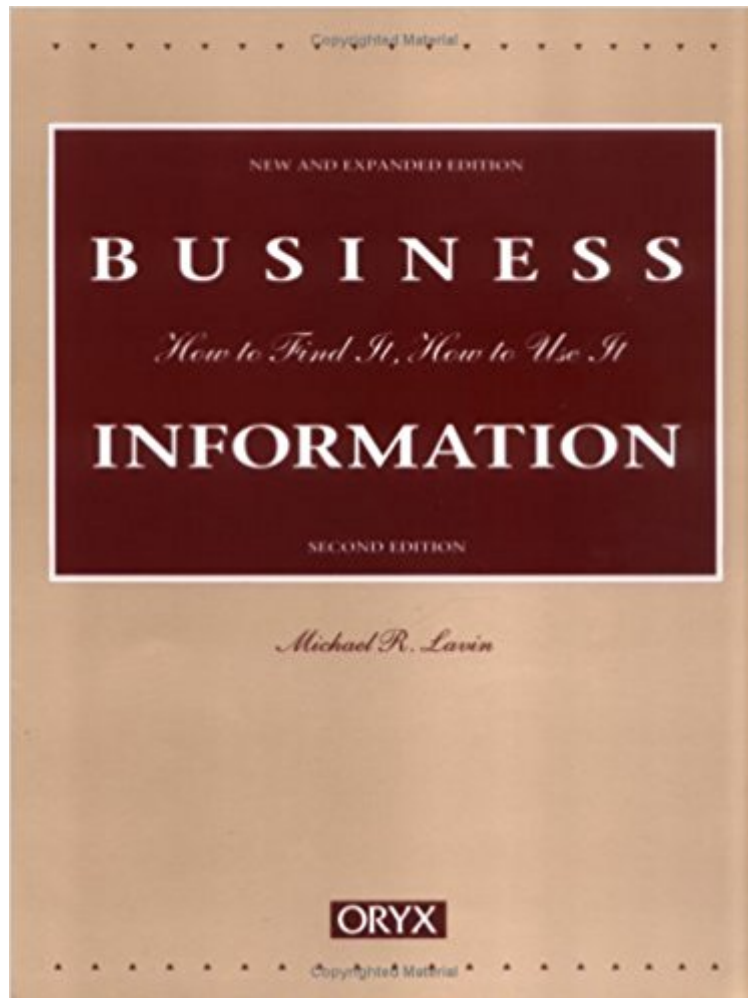




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Business Information: Second Edition (How To Find It, How To Use It)



Synopsis

A selection of the Executive Book Club for June 1992 in the cloth edition, "Business Information" features time-saving procedures, strategies and techniques of business research, enhanced by new illustrations, charts, and tables. The current edition also details the how-to's of finding information on companies, statistics, marketing, states and local communities, investments, and business law. In addition, the author describes and explains the value of each information source cited, within the context of business applications.

Book Information

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Customer Reviews

As noted in the preface, the business environment of the twenty-first century may be defined by three phrases: "emerging global economy," "transnational corporations," and "world marketplace." To stay on top of the shift from a national to an international business arena, librarians and business researchers need to sharpen their skills in the area of global business information. This practical guide is designed to help them succeed. The second edition of a source that received a positive review from the Board several years ago [RBB S 15 94], the book follows the practical, commonsense style for business reference sources that was established by Michael R. Lavin's *Business Information: How to Find It, How to Use It* (Oryx, 2d ed., 1992). Clear and simple

instructions for using sources are accompanied by discussion of the concepts that enable researchers to make sense of the business information they find. The editors include examples of data, called exhibits, from a variety of sources and methodically explain how to interpret them. The book is not intended to serve as a comprehensive bibliography; rather, it emphasizes English-language sources the editors consider to be at the "core of business research: companies, industries, markets, and finance." This edition includes many of the sources from the 1994 edition plus more databases, more coverage of NAFTA, and more descriptions of Web sites. In cases where first edition sources no longer exist, "they have been replaced with a new set of niche publications." The 16 chapters are presented in clusters covering major areas of focus, such as company information, marketing, and industrial/economic statistics. For example, the marketing cluster includes chapters on "International Marketing Issues and Sources," "International Marketing Research," "Advertising, Media, and Direct Marketing," and "Exporting and Importing." Each chapter begins with a list of topics and a list of the six to ten major sources it examines. This is followed by a succinct subject overview and an in-depth treatment of each major source. The plentiful exhibits (more than 100) are a welcome feature because they show the researcher exactly how to read the often confusing graphs, charts, and tables commonly found in business sources. International Business Information is a highly recommended purchase for any academic, public, or special library that provides international business information. It will serve well as both a ready reference source and a teaching tool. And it's a bargain at less than \$50.

Michael R. Lavin is Business Librarian at Lockwood Library, State University of New York (SUNY) at Buffalo. He has worked with census data for many years as a reference librarian, college instructor, consultant, and trainer, and he is an active participant in the Census Bureau's State Data Center program. Lavin is the recipient of the 1992 Business Reference Services Section/Gale Research Award for Excellence in Business Librarianship. He is the author of Business Information: How to Find It, How to Use It (Oryx Press, 1992), now in its second edition.

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