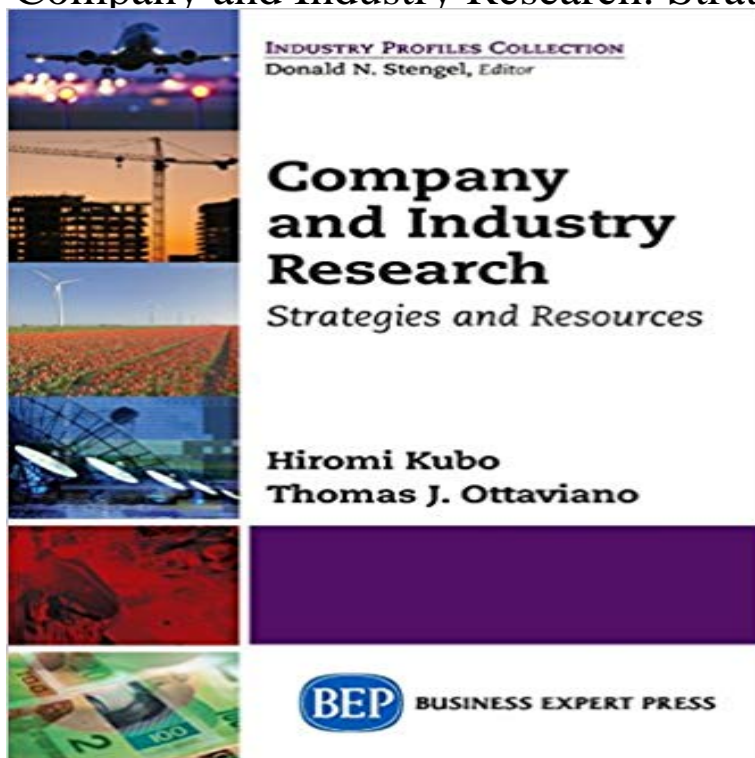


Company and Industry Research: Strategies and Resources



The goal of this book is to describe information search strategies and techniques critical for business practitioners and to pinpoint credible sources of information on specific topics in company and industry research. In today's information age, businesses have an ever-growing need to obtain quality information in a timely manner and incorporate it effectively into decision making, and when such a need occurs business managers often face a situation of performing information research themselves with a limited budget. Rather than frantically running searches on random websites with much time wasted, it is imperative that they understand the nature of business information research, develop a systematic plan for data collection, and use appropriate information from credible sources. Learning and becoming familiar with the significance of these information resources is a key for successful business research.

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