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BUSINESS INFORMATION

SEARCHER provides quarterly coverage and critical review and comparison of key initiatives, products and services of interest to all those who seek, use and develop business information services.

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“You can keep turning lights off but sooner or later you will start bumping into the furniture.”

Anthony Wood

I used to have an aunt who was paranoid about wasting electricity. At night she would only ever have lights on in rooms that were being used. With age the paranoia deepened and she replaced light bulbs that blew with lower and lower wattage ones. She had low wattage lamps to illuminate only those parts of rooms being used. She capped power sockets to stop the electricity “leaking”.

She wasted a lot of time looking for things that had got lost - spectacles, pens, books, knitting. The family were petrified that one day she would fall down the stairs, trip on carpets or hurt herself bumping into sharp objects or furniture. Her house was so dismal that nobody wanted to visit and as she never believed in re-boiling a kettle the second cup of tea was always undrinkable. She often complained of being lonely but she like her house was “no fun” to be with.

Had she had a profession she would have made an ideal Corporate Planner!

When looking for a title for this editorial the alternative I thought of was “In the land of the fully-sighted the one-eyed man is probably a Corporate Planner”. I also thought of Oscar Wilde’s definition of a Corporate Planner “A man who knows the price of everything and the value of nothing.” Actually it was Wilde’s definition of a cynic but I am sure he would be in sympathy with us information professionals particularly as he eventually was transferred from “hard labour” to helping in the Library at Reading Gaol.

I have recently been besieged by a novice Corporate Planner trying to establish his “street cred”. In all other ways he was a pleasant young man but he had this obsession with cutting costs at any cost. He was bent on dismantling all of the very careful relationships that have been built up with information vendors over many years.

Here are some examples.

For one must-have service we had a 20-user account. We did not use all the slots all of the time but the service was sold in 5-user slots and 15 were too few. He “persuaded”, i.e. cut the budget of, one team that had a longstanding commitment to this service to cancel their usage and demanded that we get a new quote. We were offered a 7% reduction and a number of freebie off-price-list benefits were removed. He could not understand why we were not given a 25% reduction in cost. The concept of freebie add-ons totally escaped him!

I explained that the pricing model used by electronic publishers was lower unit cost with increased numbers of users. I even gave the example of a service that costs £50,000 for the first user, £75,000 for 5 users (£15,000 / user), £100,000 for 10 users (£10,000 / user) and £120,000 for 20 users (£6,000) after which additional users cost £2,000 each. He found this very difficult to understand and suggested that I challenge the company to justify these unreasonable costs.

I explained that all information vendors are monopolies and the customer / vendor dynamic has to acknowledge this. We cannot live without each other but there is no point in vendors losing money and no point in customers demanding cost reductions that would ensure the demise of valued vendors. Having suggested that we could save money by sharing accounts he answered his own question regarding the high cost of a single account. Some customers will cheat often by having a terminal in the centre of an office dedicated to a specific service even though the contract they sign is for a named user.

There are providers such as Bloomberg who offer terminal pricing i.e. single point access for anonymous users. Generally the charges are a multiple of a named user account e.g. three times.

One unit had 10 named user accounts for such a provider. Our intrepid cub Corporate Planner put sufficient budget pressure on the unit to cut all 10 accounts and replace them with a single terminal - a saving of 70%. Or was it?

What our corporate Rottweiler did not take into account was the fact that all 10 members of the unit needed regular access to the data from this provider to incorporate into their reports. They now had to queue to use the one terminal and employ "messy" procedures to transfer the downloaded data to their own workstations. Some emailed the data, clogging up the network with 10 Mb attachments; others transferred it using memory sticks. The users, however, at the greatest disadvantage were those who spent part of the week working from home.

The nature of the work of the unit's analysts was highly conducive to home working. They were paid to add insights and recommendations to retrieved data. They needed long periods of uninterrupted concentration to draw out the implications from a wide range of data from various unconnected sources. There was no way they could access data directly from a terminal in the middle of an office many miles away.

They could ask colleagues to undertake searches and send the data on. Alternatively they could wait until back at the office. The latter often meant re-writing their report in the light of new information.

What all this added up to was a soaking waste of the time of very expensive professionals. Time that had a cost far far greater than the pennies saved by short-sighted corporate planners. Paraphrasing Lord Nuffield "Look after the people and the pounds will look after themselves".



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Seven new Editions of the World's Major Companies Series have been published by Graham & Whiteside and are now available for purchase on our web site - www.dataresources.co.uk

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Profiles of more than 3,500 of the leading telecommunications companies worldwide, including many of the top Internet companies.

Turning the Pages (and Corner) on eZines

Anthony Wood

PDFs have been a great way to electronically publish books, reports, journals and journal articles but they lack that “certain something”. Scrolling down a computer screen is nothing like reading such publications and constantly rearranging the magnification of pages and parts of pages with the Zoom buttons is a considerable distraction to maintaining the flow.

The alternative of printing the lot out is no answer.

Leaving aside the destruction of the planet’s forests, it takes time and unless the reader has access to a decent colour printer the result is less than satisfactory. Also standard colour printers rarely print in double-sided format. I have on occasions resorted to printing all the odd pages first then putting the paper in upside down to print off all the even pages. It usually takes a few trial runs to get it right i.e. make sure that Page 2 is on the other side of Page 1 and not upside down. If all has gone well then binding the result recreates the electronic publication in an acceptable physical form for reading – but at what cost!

What a delight it was to sign up for “CBR’s first ever ezine”¹.

After giving my full details to register what appeared was a “real” journal with commands that enabled user to “turn the pages”. Below is a page-turning captured in mid-flight.

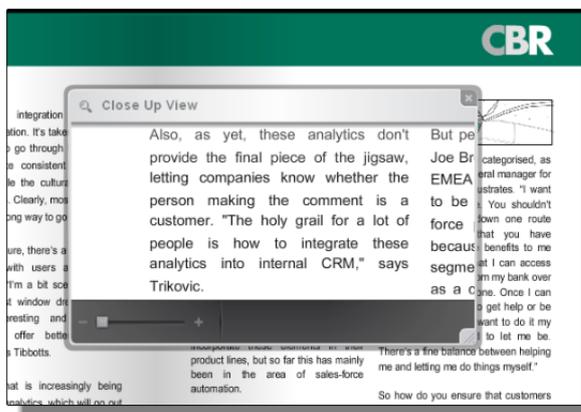
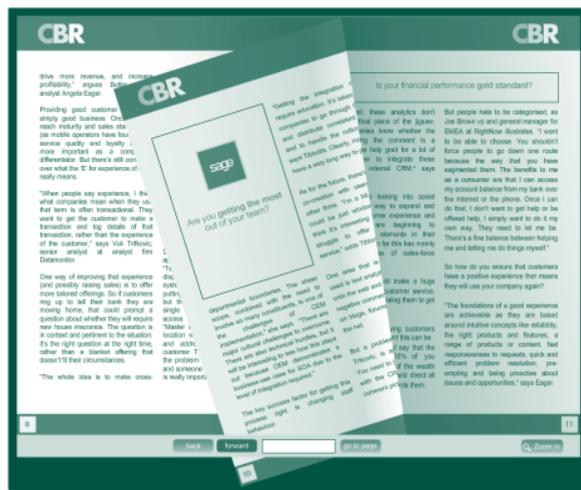
This was nothing short of brilliant. The text was easy to read. The layout was just like the real thing. The changing shadows made for great realism. The commands were simplicity itself. I was so captivated by the elegance of the application that I had read a lot of the content before I realised I was not in the least bit interested in Customer Relationship Management!

But there was more!

Even if the text had been difficult to read, which it was not, I could have used the Zoom In tool at the bottom on the right. Below is a demonstration of this.

I have seen a similar tool in a fixed application at the British Library for reading their copy of the Magna Carta. That version also enables the reader to translate the text into modern English.

I am not normally a fan of software that attempts to exactly emulate in a computer the actual physical counterpart but this ezine publishing tool is an exception. It has endless possibilities. Diagrams can be animated to show processes rather than stages. The Zoom tool can be used for translations that enable non-English speakers to read English text and vice-versa. Eat your heart out Acrobat!



¹ Computer Business Review - http://www.cbronline.com/registrations/sage_pcf_register.asp

Breakingviews – The SAS of Financial Journalism

Anthony Wood

There's a lot of it about - money that is - and it seems to be moving faster and faster. Financial wizkids are constantly finding more and more innovative ways to mop up the vast hordes of spare cash that a small number of mainly oil-rich nations and "high net worth" individuals are keen to preserve.

Some of these schemes are a little suspect and have shades of the "Emperor's New Clothes". How hard-headed bankers and credit ratings agencies were persuaded to buy and rate baskets of "rotten apples" otherwise known as subprime loans in the belief that there was strength in numbers is a (sub)prime example of how to fool some of the people some of the time. The structure of these so-called Structured Finance deals was about as solid as a marshmallow!

My mentor during my brief banking career drummed into me the two key questions for all bankers - Can they pay? And Will they pay? If the answer to both questions is yes then you have a deal. Debtors who are unable but willing to pay can be restructured. Unwilling debtors, whether able or unable to pay, should be taken straight to court. It was sound advice in 1972 and I have seen no reason to change my mind.

The problem for today's money men is infoglut - a crude term for loads of information! Whose opinion and advice is best - the FT, Wall Street Journal, Handelsblatt, Le Monde, El Pais, Cinco Dias, Warren Buffet - or a plethora of sometimes obscure Tier 2 sources?

Breakingviews was created to fill this vacuum. They undertake two very important tasks for the harrassed money man / woman: they separate the "wheat from the chaff"; and they add pithy insights and opinions to the facts. Completing the agricultural analogy the make bread from the best of the special (financial markets) wheat ... hopefully making some dough on the way! As the primary purpose of all information services and systems is to save time Breakingviews scores heavily with both counts. As they say "Our aim is to become the lingua franca for the global financial elite."

How good are they?

As their literature says "We reach a broader audience of nearly 4.5m investors and opinion-formers via 10 daily columns in influential newspapers including the Wall Street Journal, Le Monde, Handelsblatt, Cinco Días, NRC Handelsblad and WSJE." What better endorsement can you get?

What does Breakingviews add to the output of the hundreds of top class journalists of these august publications?

Many years ago the late Justin Arundale, then the Head of Library & Information Services at the Independent, explained the process of journalism to me or rather the process of writing articles for newspapers. It starts with a trigger, often a short and factual newswire piece from a source such as Reuters. The journalist or editor who picks up on this persuades the "powers that be" to run an article. A journalist with specialist knowledge is assigned and the first thing he or she does is gather background material. Nowadays that is highly likely to be via the Internet using sources such as Factiva. In Justin's time it was up to the librarian to select specific cuttings depending upon the journalist's preferences - tabloid or broadsheet.

What constantly amazed Justin was the speed and accuracy that marked the performance of a good Fleet Street "hack". If the editor needed 800 words by 12 noon that is exactly what he or she got, often with little or no need to change a single word.

Breakingviews is primarily a current awareness service. Subscribers receive daily emails with a number of stories selected by one of Breakingviews' small band of crack columnists

based based, currently, in London, New York, Paris, Washington, Madrid and Brussels. A daily email looks like the following from 22 May.

breakingviews.com

Read these and other views at: www.breakingviews.com

Cascade financing could help Bharti unlock MTN.
By leveraging MTN up and creating a special acquisition vehicle with SingTel, Sunil Bharti Mittal may be able to control the \$43bn South African telecoms group with little of his own capital. Such a scheme could also appease both South African and Indian political sensitivities.
Ready now.
[Get the view](#)

Calculator: How could Sunil Bharti Mittal control a vast empire with little of his own cash?
[Run the numbers](#)

UBS's measly rights discount should still hold appeal.
The Swiss bank has priced its SFr16bn cash call at a "modest" 32% reduction. That may appear macho compared to UK peers raising capital with 40-50% cuts. But the 20 underwriters are only on the hook for three weeks rather than seven weeks with RBS and even longer for HBOS.
Click here to be told when the story is ready.
[Get the view](#)

Time Warner ups pressure on Comcast.
The media group's decision to separate its cable arm with a ton of leverage raises the bar for Comcast. Its shareholders were already clamouring for Comcast's founding Roberts family to improve its capital structure. This gives activists more ammunition.
Ready now.
[Get the view](#)

Air France disappoints at a bad time.
The French airline has missed profit expectations when airline investors are rightly spooked by rising fuel costs. Air France might be hedged this year, but profits could plunge next year. A massive E530m provision for price-fixing doesn't help.
Click here to be told when the story is ready.
[Get the view](#)

American Airlines decides less is more.
The US legacy carrier will cut capacity sharply. It's what the whole industry needs to avoid frequent brushes with bankruptcy. But it's a risky move if rivals fill in the gaps rather than following suit. At least American has already-depreciated planes that are cheap to ground.
Ready now.
[Get the view](#)

Clicking on any of the links opens up the website at the Breakingviews page for the day with links to the above and previous articles. Below is the first story. There is a lot of information about the Breakingviews service contained in this screenshot.

Find Home My profile About us Archive Calculators Contact us

Home > Breakingviews > Bharti/MTN Text size [+][-] Thursday May 22

BREAKINGVIEWS

Bharti/MTN

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Air France-KLM

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UK public finances

Acelor/Macarthur

UBS/BlackRock

Abertis

US housing bill

Macquarie

US agricultural subsidies

UK bank shares

Northern Rock

Pennsylvania Turnpike

Marks & Spencer

Banker forecasts

Saudi IPOs

EA/Disney

Hedge fund age

SAGAS

BVTV

FEATURES

TOPICS

BOOKS

CONSIDERED VIEW 22 MAY 2008 10:10

 **Indian rope trick**
BY UNA GALANI AND HUGO DIXON

Bharti/MTN: How do you make a little capital go a long way - and, at the same time, appease both South African and Indian political sensitivities? That is the challenge faced by Sunil Bharti Mittal, the Indian telecoms tycoon, pursuing MTN, the \$43bn South African telecoms giant. Cascade financing seems to be his answer ([view Bharti's cascade](#)).

A breakingviews analysis shows that Bharti Telecom, one of his holding companies, may need to come up with only \$7.4bn. He himself may need to come up with a fraction of that.

Mittal's scheme seems to be to create a special acquisition vehicle with Singapore Telecom, his existing partner, and use judicious amounts of leverage. Details of how this would work are scarce. But it seems that the new company would effectively buy its South African rival, but leave existing shareholders with a minority stake. That would enable MTN to retain its politically sensitive Johannesburg listing, and satisfy the country's Black Economic Empowerment programme, which requires up to a quarter of share capital be given to the nation's "black citizens".

Meanwhile, Bharti Airtel, Mittal's Indian telecoms business, would probably not be merged with MTN. That would avoid potential problems with India's foreign investment rules, which require local telecom companies to be 74% Indian-owned. Mittal could still extract synergies from simply getting Bharti Airtel and MTN to work together.

But how might Mittal get control for so little money?

Well, for a start, MTN could be leveraged up. It has \$5.4bn of ebitda but only \$1.8bn of debt. If it raised debt to three times ebitda, MTN could disgorge \$14.3bn of cash to its existing shareholders. Assuming a headline acquisition price of \$43bn, such a cash distribution would cut Mittal's purchase price to \$28.6bn.

RUN THE NUMBERS
• [Bharti-MTN calculator](#)

CONTEXT NEWS

Sunil Bharti Mittal is considering setting up a special purpose vehicle to facilitate a takeover of South African telecom operator MTN Group, breakingviews has learnt.

Singapore Telecom, which is already a partner of Mittal, would be a shareholder in the new vehicle, according to various newspaper reports.

RELATED STORIES

13 May 2008 - [Bigger and bolder](#)

8 May 2008 - [Tricky negotiations](#)

6 May 2008 - [Bharti time](#)

The story itself has some added options. The "RUN THE NUMBERS" calculator works out how the deal may be structured. The Context News is like an extended headline that summarises the meat of the story. There are other articles referenced to this story and the reader has the options (see top right-hand icons) to email the story to a colleague, add a comment or print it out. The reporters can be contacted via email by clicking on their names. Not all stories have calculators and context news but the other features are common.

The screen shot also signposts other options for the user. As well as the BREAKINGVIEWS button on the left-hand side of the screen there are SAGAS, BVTV, FEATURES, TOPICS and BOOKS.

Sagas can be best illustrated by naming some of the titles i.e. Microsoft/Yahoo, Sovereign funds and the US election 2008. They are long running issues that are covered by a number of commentaries over time. BVTV as the name implies are video clips or Vodcasts. They are similar to items in, for example, News at Ten.

FEATURES are, again, best illustrated by current examples such as Oil and Inflation. The articles are more indepth and contain substantial insights. TOPICS are groups of stories. There are currently three groups covering Bids & Buyouts, Money & Markets and Stocks & Funds. An example of the last category is "Smaller UK building societies face struggle for survival." BOOKS can be collections of Breakingviews commentaries on specific financial "cause celebres" published in either or both electronic or ink-on-paper formats. Alternatively there are Breakingviews recommendations of what finance professionals should read.

The Archive

All of Breakingviews commentaries present and past are available in a searchable archive. This is accessed via the navigation button at the head of the screen (see above). There are two dropdown picklists covering topics and sectors as well as calendar options to limit searches by time. Alternatively users can add free-text terms formatted using Boolean logic.

ARCHIVE

Search for:

Separate terms with 'AND' or 'OR'; put phrases in double quotes (e.g. "interest rates")

Filter by topic:

Filter by sector:

Filter by date:

From:

To:

The picklist topics cover Capital Markets, Corporate Governance, Credit, Equities, M&A / Private Equity, Macro & Markets and the US Election.

Conclusion

Breakingviews is a boutique financial information alerting service. It is highly journalist-centred and the journalists are top-draw. It is aimed at time-pressed executives in and involved in the financial markets and services sector whose unpredictable schedules may or may not enable them to browse newspapers such as the Financial Times and Wall Street Journal. At its core is the experience and expertise of its writers who have a nose for what is or will be "turning the sector on" now and in the near future and who have the ability to add succinct commentaries to the factual bare bones.



Top Search Tips - May 2008, Liverpool

UKeiG's recent Liverpool Internet search workshop was filled to capacity. It was a packed day with a significant amount of new content and plenty of time for participants to try out the tools and techniques for themselves. At the end of the day they were asked to compile a list of their top tips. There were the usual suspects but the Google Custom Search Engine was new. It is the first time that we have covered Google CSE in the workshop and it generated so much interest that UKeiG will be producing a fact sheet on it. The full list of top tips is as follows:

1. Use the 'site:' command to search individual web sites that have appalling navigation and useless site search engines.
2. Search for file formats to narrow down and focus your search. For example search for Word documents or PDFs if you are looking for government or industry reports; xls for data and statistics; ppt or pdf for presentations.
3. Try something else other than Google. Have one Google free day or hour a week. Change the home page in your browser if it is set to Google.
4. Use the OR command in combination with the site: command to search more than one site or type of site. For example,

"carbon emissions trading" filetype:ppt site:ac.uk OR site:gov.uk
5. Don't believe all you see, especially when it comes to people searches and mashups. [Mashups combine information from several different sources to produce a single new resource.]
6. If the information is critical, always cross and double check the accuracy of the information with independent sources.
7. Books are still relevant. For example, if you are new to a subject or industry sector try and find an introductory text that can help you with the terminology. They are also excellent for historical information. As well as Amazon, try Google Books (<http://www.google.com/books/>) for older texts, and Live Books (<http://search.live.com/books/>).
8. Use services such as [Zuula](#) or [Intelways](#) to remind you of the different types of information that are available and their appropriate search engines. Type in your search once and click on the search tools one by one.
9. Build your own [Google Custom Search Engine](#) for collections of sites that you regularly search, to create a searchable subject list, or to offer your users a customised, more focused search option.
10. Try good old fashioned Boolean. Yahoo, Exalead and Live support AND, OR, NOT and 'nested' searches, but don't go overboard. Remember to type in the operators as capital letters. otherwise the search engines will ignore them as stop words.
11. Make use of proximity searching.
 - a) Double quote marks around your search terms to force a phrase search works in all of the search engines. For example

"carbon emissions trading"
 - b) In Google, use the asterisk (*) to find your terms separated by one or more terms but close to one another. There is no information in the help files on the maximum separation. Increasing the number of asterisks is not supposed to make a difference but it does and it appears that one asterisk stands in for one word.

c) The Exalead NEAR command finds words within a maximum of 16 terms within each other. You can control the degree of separation by using NEAR/n where 'n' is a number specified by you. For example

climate NEAR/3 change

12. Try social bookmarking services to track down other people's research lists on a subject. For example del.icio.us, Furl, Connotea, Citulike,

13. If you are looking for formatted files search Yahoo as well as Google. One participant tested several searches on both and found that Yahoo consistently came up with more. This could be due to different coverage of the two services but is more likely to be down to the fact that Google indexes the first 100K of a document but Yahoo indexes 500K. [Karen Blakeman comments: also search in Live.com. I recently found two unique documents via Live.com that contained vital information on a company that I was researching].

14. The Internet Archive (Wayback Machine) at <http://www.archive.org/> for pages, sites and documents that have disappeared. Ideal for tracking down lost documents, seeing how organisations presented themselves on the Web in the past, and for collecting evidence for a legal case.

15. Partially Answer your question in your search strategy. For example

"A hippopotamus can run at"

Academic Live and Live Books axed

I did a double take when I scanned through my RSS feeds this morning. Live Search have announced that they are closing down Academic Live and Live Books Search. Surely a late report of an April Fool, I thought. Unfortunately it was a genuine posting on Live Search's official blog. Both sites will be taken down this week and they are winding down their digitization initiatives, including their library scanning and their in-copyright book programs.

I have tried to support Live.com and promote it to those who attend my workshops as a viable alternative to Google. In my experience, it seems to have the most up to date database, often finds pages and documents that the other search engines miss, and has a great command for locating RSS feeds on a web site. But it keeps shooting itself in the foot. The site recently had a makeover, but the presentation of the advanced search is still awful and the only reliable way of using the options is via the command line. Live News has improved greatly and now has an RSS alert option, but only in the US version of Live. See my earlier posting Live.com updates news interface - but only for the US. And it had by far the best link and linkdomain commands but disabled those because of mass automated data mining.

Both Live Books and Academic Live were superior to Google's offerings. They had different coverage but the advanced search options, for example date and author search, actually worked in Live, and Academic Live had options for exporting records to RefWorks and EndNote, albeit one by one. Live goes on to say in its announcement that books and scholarly publications "will continue to be integrated into our Search results, but not through separate indexes." Sorry, but not good enough. That will work fine if you know exactly what you are looking for and it is a very narrowly focussed search, for example I can easily find my husband's papers on ESR studies of zeolites, but it is impossible to limit a search to books or peer reviewed papers on a more general topic.

It seems that this part of the market does not make enough money for Live and it says that it will now "focus on verticals with high commercial intent, such as travel, and offer users cash back on their purchases from our advertisers." Bribery appears to be part of the new company policy: another headline in my morning feed update reads "Office 2007 plus petrol: Microsoft Australia is trying to lure Aussies to buy Office 2007 with petrol"!

Forget about self-inflicted metatarsal wounds, I am beginning to suspect that Live has a serious death wish. I wonder what will be the next part of Live to go?

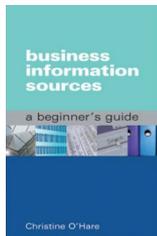
Newsdesk is based on Karen Blakeman's Blog (see <http://www.rba.co.uk/wordpress/>).

Karen Blakeman is a consultant in business information and electronic information and can be contacted at - RBA Information Services, 88 Star Road, Caversham, Berks RG4 5BE.

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Books

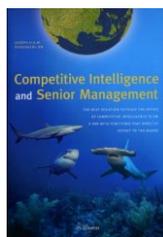
A selection of recent business information related titles are listed here to alert readers to them. Links (*click title or cover image in pdf file*) are provided for further information and ordering.



Business Information Sources: A Beginner's Guide (Paperback)
by Christine O'Hare (Author)
Publisher: Facet Publishing (18 Mar 2007)
ISBN-10: 1856046036
ISBN-13: 978-1856046039

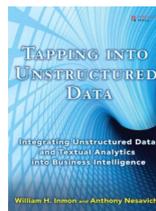
Information professionals newly working with business information - whether in a public reference library, academic library, government library, national library, industrial/commercial library or corporate information centre - will often have little or no experience of business research, and it can be difficult to know where to start. This book is a practical introduction to business information sources in the UK, with the emphasis firmly on highlighting effective research approaches and useful resources in all formats, whether free, fee-based, print or online. Its aim is to fully equip you with tools to identify appropriate business information for your individual needs. Packed with useful tips throughout, the book is organized so that it can be dipped into quickly to find resources to answer specific questions, or browsed to get an overview of resources on companies, markets, statistics or international trade. The author has obtained feedback from business information professionals across the sectors to ensure coverage from a full range of perspectives.

Key topics covered include: defining business information; business structures in the UK; company information sources; statistics for business; researching markets; biographical information; international trade sources; and keeping up to date.



Competitive Intelligence and Senior Management
by Joseph H. A. M. Rodenberg (Author)
Hardcover: 284 pages
Publisher: Eburon B V (15 May 2008)
Language English
ISBN-10: 9059721926
ISBN-13: 978-9059721920

In the fast-paced world of international business, competitive intelligence is necessary for the daily survival of small firms and national economies alike. In *Competitive Intelligence and Senior Management*, veteran consultant Joseph H. A. M. Rodenberg argues that business leaders should devote more of their time and attention to seeking out and interpreting information about competitors. This instructive volume offers tools that will help senior managers to increase their firms' competitiveness, carry out successful mergers and acquisitions, and avoid surprise attacks from corporate raiders and private equity firms.



Tapping into Unstructured Data: Integrating Unstructured Data and Textual Analytics into Business Intelligence

by William H. Inmon (Author), Anthony Nesavich (Author)

Paperback: 264 pages

Publisher: Prentice Hall; 1 edition (21 Dec

2007)

Language English

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A wealth of invaluable information exists in unstructured textual form, but organizations have found it difficult or impossible to access and utilize it. This is changing rapidly: new approaches finally make it possible to glean useful knowledge from virtually any collection of unstructured data. William H. Inmon--the father of data warehousing--and Anthony Nesavich introduce the next data revolution: unstructured data management. Inmon and Nesavich cover all you need to know to make unstructured data work for your organization. You'll learn how to bring it into your existing structured data environment, leverage existing analytical infrastructure, and implement textual analytic processing technologies to solve new problems and uncover new opportunities. Inmon and Nesavich introduce breakthrough techniques covered in no other book--including the powerful role of textual integration, new ways to integrate textual data into data warehouses, and new SQL techniques for reading and analyzing text.

They also present five chapter-length, real-world case studies--demonstrating unstructured data at work in medical research, insurance, chemical manufacturing, contracting, and beyond. This book will be indispensable to every business and technical professional trying to make sense of a large body of unstructured text: managers, database designers, data modellers, DBAs, researchers, and end users alike.

Coverage includes:

*What unstructured data is, and how it differs from structured data

*First generation technology for handling unstructured data, from search engines to ECM--and its limitations

*Integrating text so it can be analyzed with a common, colloquial vocabulary: integration engines, ontologies, glossaries, and taxonomies

*Processing semistructured data: uncovering patterns, words, identifiers, and conflicts

*Novel processing opportunities that arise when text is freed from context

*Architecture and unstructured data: Data Warehousing 2.0