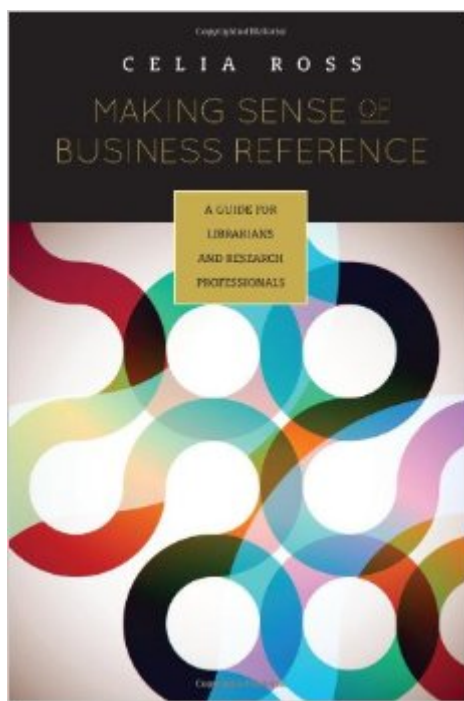


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Making Sense Of Business Reference



Synopsis

In times of recession, the library is more critical than ever for those who want to start a business and need to do research, and academic and public libraries are at the heart of a growing need to research business questions. An "accidental business reference librarian by trade," Ross explains how to provide quality reference help on issues from marketing to finance--for business people, students, and even business faculty. Honing in on fundamentals, this practical guide explains how to conduct the reference interview, with tips for helping clients help themselves. Identifies important business resources, both free and fee-based. Offers chapters devoted to industry and market information; small-business needs; international business research; investing and the stock market; and marketing and demographics. A detailed bibliography functions as both a standing reference for desk use as well as a collection development aid for building a core business collection. Including numerous illustrative case studies, *Making Sense of Business Reference* takes the guesswork out of doing business.

Book Information

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Customer Reviews

This is a wonderful book, and long overdue! Celia Ross is an experienced business librarian who also teaches ALA's Business Reference 101 online course. In this book she covers all aspects of business reference and makes it easy for even a beginner. (Just take the book to the reference desk and check the handy index any time you're stumped--no more dry mouth and brain-freeze!) Not only does she point out the best (and sometimes free) resources, she also equips you with

quick strategies for company, industry, market research, financial and raw data type questions. I've been doing business reference for fifteen years myself and this book is a great refresher for anyone in the profession. It is now my go-to guide for stumpers, great free websites, and even reassurance that I haven't "missed anything." Celia Ross been there and she gets it!

This is exactly the book that I needed for work. It's a great resource for business reference and I'll refer to it often.

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