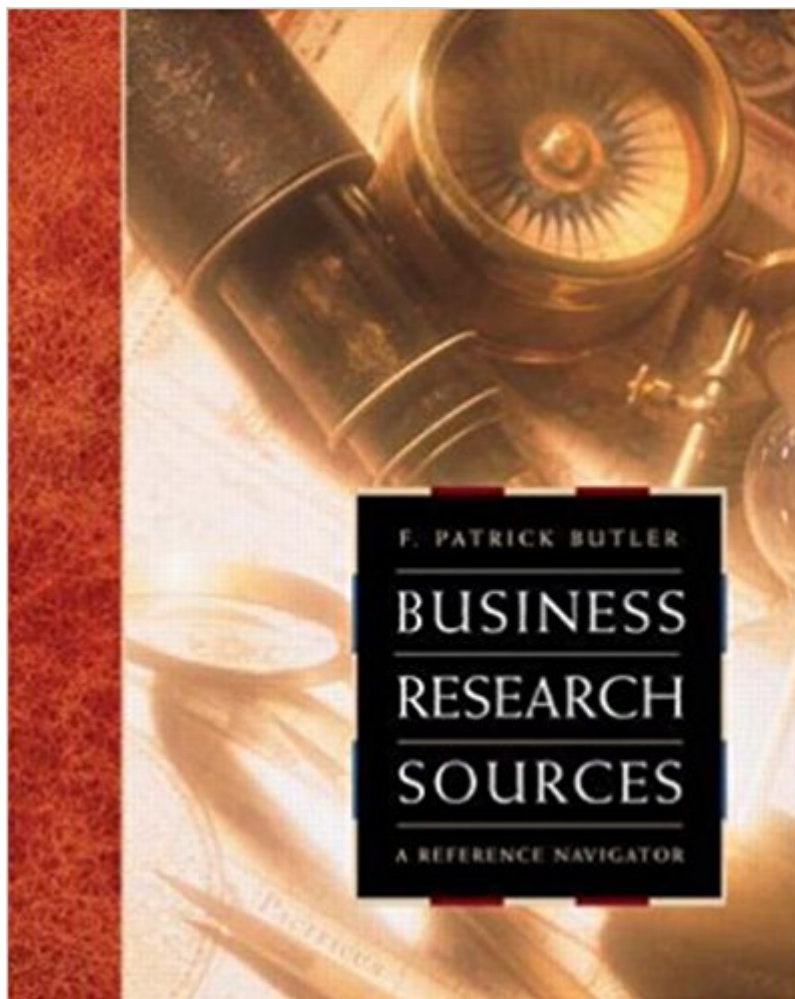


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Business Research Sources: A Reference Navigator (Irwin/McGraw Hill Series, Operations And Decision Sciences)



Synopsis

Designed primarily as a resourcebook, this text is intended for use as either a supplement or a "stand alone" book in a variety of courses including business research methods, marketing research, business communications, introduction to management and introduction to business.

Book Information

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Customer Reviews

As an economic analyst I WAS SHOCKED AT HOW MUCH THE MARKET NEEDS THIS BOOK. I thought I was well prepared to do research, but... my experience was, ask any manager or business student questions about business references and 95% of them responded with "don't know".

PERHAPS YOU'RE SMARTER THAN THE REST, WANT TO TRY SOME EASY ONES?? What, for example, is the difference between Standard & Poors and Moodys? In what reference book can you find a bio on Bill Gates? What is the single journal in the US that specializes on China, one of the fastest growing economies in the world? What reference book will show you how many men's athletic shoes were manufactured in the US last year? What reference work will show which was consumed more in 1997: beer, milk, or coffee? Where can you find the CIA's economic profile of Germany? OK, How many of you got all of the questions right? Thought so.....This is not a trivia game. Rather, Butler has issued a call to arms for business schools in the US and Europe to heed. Most business people and students do not know where to look for business information. The easy

answer is the web. But it's the wrong answer in the sense that haphazard searches can be long, frustrating and empty if you don't know where to look. For example: Want an immediate profile of a company in the US or Europe, that tells you who's in charge, where they are located, what their history is, and how they are doing financially? Answer: Go to Hoover's Online, or a hardcopy in the library. Butler's book will tell you about Hoover's, Directories, Almanacs, Encyclopedias, Government Publications, International publications, Industry and Trade Magazines, Databases, Newspapers, etc.

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