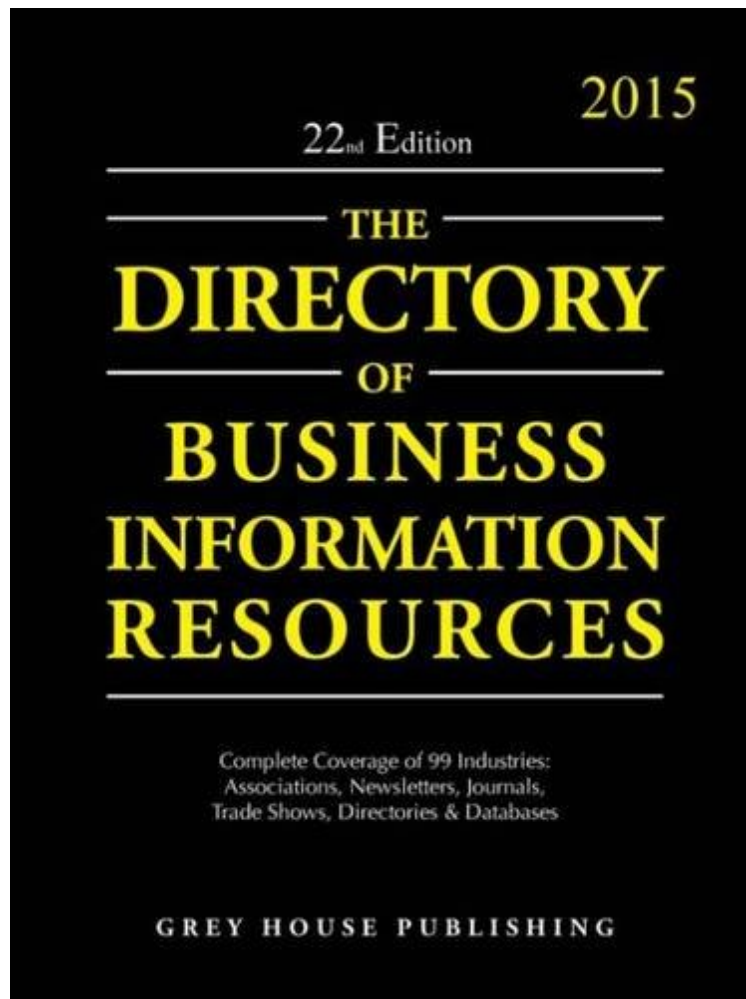


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Directory of Business Information Resources, 2015 (Directory of Business Information Resources)

Laura Mars

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Laura Mars : Directory of Business Information Resources, 2015 (Directory of Business Information Resources) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Directory of Business Information Resources, 2015 (Directory of Business Information Resources):

Since its first publication in 1992, this directory has been the premier reference book of choice for business researchers in a wide range of industries. With comprehensive coverage of 101 industries, The Directory of Business Information

Resources provides ways for users to find new customers, increase customer loyalty, and improve the bottom line. As America's economy continues to improve, current and comprehensive business information is more valuable than ever. The Directory of Business Information Resources offers an unequalled collection of useful, industry-specific resources. Users of this guide can reach out to new customers through industry associations, directories, databases, and trade shows; find new ways to cut costs and improve efficiency through magazines, journals, and newsletters; and learn what their competitors are up to by visiting the latest, most important web sites. This updated 2015 edition includes: 6,222 associations, 2,938 newsletters, 4,983 magazines and journals, 3,710 trade shows, 2,462 directories and databases, 248 international resources, 55,654 contact names, 18,473 fax numbers, 18,877 websites, and 14,978 email addresses. The 23,976 detailed, informative entries make this twenty-second edition the most comprehensive guide to business information on the market today. All listings include name, address, phone, fax, website, email, key contacts, and a brief description, making research time more focused and productive. Also, when available, an association's presence on Facebook, Twitter, and LinkedIn is noted. Included in this new 2015 edition is a User's Guide that helpfully defines fields according to entry type, of which there are several: Associations, Newsletters, Magazines, Journals, Trade Shows, Directories, Databases, and Web Sites. In addition to name, address, phone, fax, website, email, and description, Associations entries include number of members, dues, and founding year. Publications entries additionally include cost and frequency. Trade Shows entries additionally include location, number of exhibitors, and attendees. The Content Summary of Chapter Listings lists more than 1,400 specific businesses under each of the 101 chapter names. For example, Accounting lists auditors, bookkeepers, payroll, and taxes; Engineering includes cost engineers, geologists, and robotics; and Restaurants covers bakers, cookware, and caterers. The North American Industry Classification System (NAICS) and Standard Industrial Code (SIC) Cross-Reference Tables are included for users who wish to approach their topic based on the Department of Labor's standardized list of business codes. This table links the SIC or NAICS to appropriate chapters in the directory. Two indexes are also included to ensure users can find what they are looking for quickly and easily. The Entry Index lists all entries alphabetically, identified by entry number. The Publisher Index is an alphabetical list of publishers of industry literature. The entry number listed in the index identifies the title of the published material listed in this directory. The Directory of Business Information Resources answers the need for well-organized, accessible business information to a wide variety of industries today. Suitable for market researchers, advertising agencies, job placement offices, career planning offices, public relations personnel, and business schools and colleges.