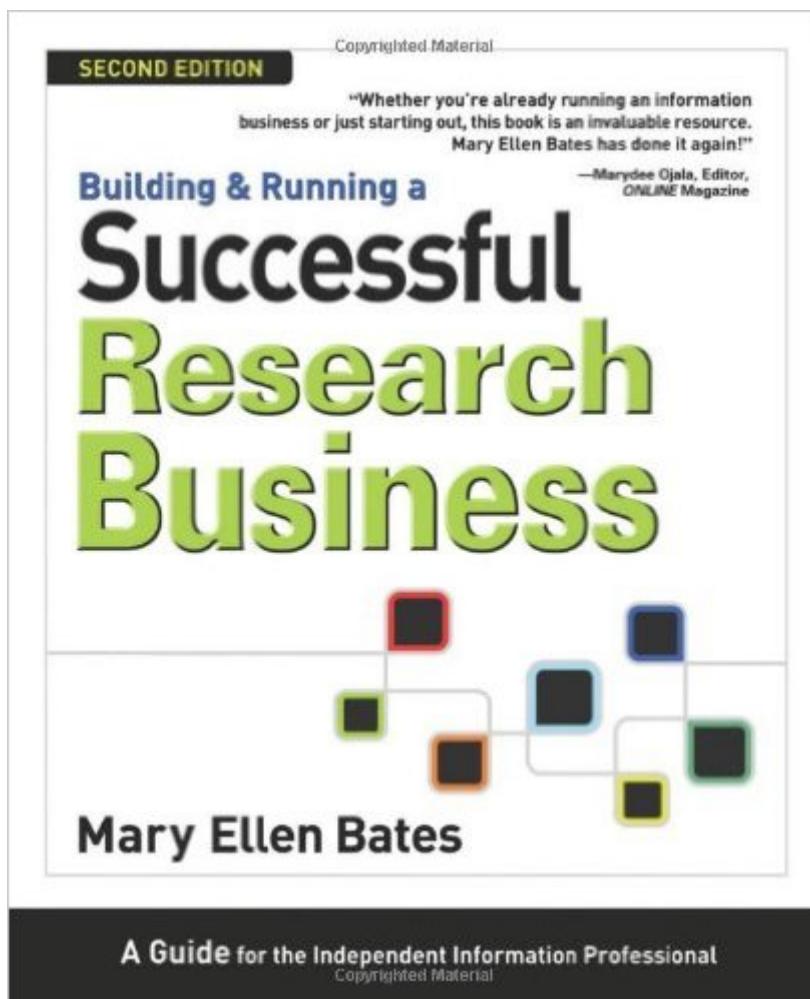


The book was found

Building & Running A Successful Research Business: A Guide For The Independent Information Professional



Synopsis

The essential handbook for every information entrepreneur, this is the indispensable guide to launching, managing, and growing an independent research firm. From beginning to end, this newly updated study navigates through every stage of the process—introductory procedures, conducting the company, the ideal marketing methods, and maximizing research. From making key decisions and closing the sale to maintaining good relationships with clients and tapping into powerful information sources beyond the Web, this first-rate collection of tips, tricks, and techniques is the key to building a successful information business.

Book Information

Paperback: 512 pages

Publisher: Information Today, Inc.; 2 edition (April 12, 2010)

Language: English

ISBN-10: 0910965854

ISBN-13: 978-0910965859

Product Dimensions: 7.5 x 1.1 x 9.2 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ See all reviewsÂ (14 customer reviews)

Best Sellers Rank: #846,825 in Books (See Top 100 in Books) #307 inÂ Books > Politics & Social Sciences > Social Sciences > Library & Information Science > Library Management #753 inÂ Books > Politics & Social Sciences > Social Sciences > Library & Information Science > General #1028 inÂ Books > Education & Teaching > Schools & Teaching > Education Theory > Research

Customer Reviews

Working as a sales support person for a consulting firm, I'm often asked to research companies, industries and business topics for other staff. I bought this book looking for a "how to" guide on online research and realized I got something more valuable to boot. This book does not teach mechanics such as putting together complex boolean strings. Instead it does present a great overview of research resources. What I enjoyed most was practical advice on how to make myself a better researcher -- how to define and scope out a research project, how to set realistic client expectations, how to market my services and how to do a better job managing my projects and my internal clients. Recommended. Comprehensive, clear, concise, well organized and documented.

The first edition of Bates' practical guide has long been required reading for anyone considering this

growing career opportunity. This second edition continues the strengths of the first - practical, detailed, thorough, and written in a wonderfully supportive style - while adding and updating information to reflect the substantial changes to the profession in the past seven years. Every chapter in the book's three sections (Getting Started, Running the Business, Marketing) provides information critical to succeeding as an information broker or independent researcher, but especially important is the guide's concluding section, Marketing. You simply cannot succeed if you can't market your services, and this is a major perceived obstacle among those who might otherwise follow this career path. In the Marketing section's eight chapters, Bates identifies what to do, how to do it, when to do it, and when to do it again. The message: marketing is critical to your success, it's ongoing, but it's also doable. This new edition of *Building & Running a Successful Research Business* is a must-have for independent researchers, but it's also valuable for those of us who do more independent information creation than research. Being a good researcher or content developer is one thing; being able to build a successful business with those skills is quite a different challenge. The new edition of this classic work will enable you to successfully meet that challenge.

I read the first edition of Mary Ellen's book and was impressed enough that I wanted to see how she'd updated it. Fortunately, I wasn't disappointed. The book is a great resource, and not just for information professionals. It can be used as a primer for anyone putting together a solo consulting practice, for example. It's been updated with enough ideas for modern web marketing and web site design as well. I particularly found the sections on "deep web" research helpful. These are paid-subscription sites with access to a great deal of material that's not available on public-facing web sites.

Research is not something that will turn a direct profit, but it doesn't mean it can't be profitable. "*Building & Running a Successful Research Business*" is a guide to running a successful research driven business. Examining the business model needed to be successful in such an environment, the challenges faced, and with plenty of advice drawn on experience, "*Building & Running a Successful Research Business*" proves to be an invaluable reference for readers and managers, and is a core addition to any business collection.

This book offers valuable information and practical tips for both new and experienced information business-owners. The expanded marketing content in the second edition provides up-to-date coverage on attracting the right kinds of clients, and Mary Ellen's advice on the art of the reference

interview has proven indispensable for project development and management - even after more than a decade in business.

Others have already described the content. I just want to say that I appreciated Bates' clear, straightforward, description of the ins and outs of being an information broker. This is not one of those breathless, "You, too, can be an entrepreneur!" books. She is very clear about the challenges of being an independent researcher and I appreciated her frankness. She has been in business many years, so has plenty of experience to back up her assertions. (No, I don't know her, nor am I in any way affiliated with her business.)

Very few times have I ever picked up a book and not able to put it down, but this book is an exception. Bates does an outstanding job of presenting information, expanding on it, and even making you feel a bit more confident that success as an info pro is obtainable. Highly recommend if you are thinking about entering this line of work.

[Download to continue reading...](#)

Building & Running a Successful Research Business: A Guide for the Independent Information Professional
The Independent Filmmaker's Law and Business Guide: Financing, Shooting, and Distributing Independent and Digital Films
RUN: What To Know About Running Before You Begin (A Complete Beginners Guide: Learn How To Start Running And Jogging): (Running And Jogging For Beginners, Weight Loss, Exercise, How to Run And Jog)
Running Mindfully: How to Meditate While Running for Your Body, Mind and Soul (Tibetan Buddhism, Mindful Running)
Running: Distance Running: Improve Your Long Distance Running Step By Step
Start Your Own Computer Business: Building a Successful PC Repair and Service Business by Supporting Customers and Managing Money
Inside the Technical Consulting Business: Launching and Building Your Independent Practice
Graduate Programs in Business, Education, Information Studies, Law & Social Work 2017 (Peterson's Graduate Programs in Business, Education, Health, Information Studies, Law and Social Work)
BUSINESS: Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner)
Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle
Business: Home Based Business Ideas (Home Based Business Opportunities)
Running: The Ultimate Guide To Running For Weight Loss, Health And Fitness - Includes Easy To Follow Training Plans For Beginners (How to Run, Jogging, Marathon Training)
Running for Health and Happiness: The Beginner's Guide to

Faster, Pain-Free Running Running: Lose Weight, Burn Fat & Increase Metabolism: Weight Loss Motivation (Running, Walking, Burn Fat, Marathons, Marathon Training, Weight Loss Motivation) Running with the Whole Body: A 30-Day Program to Running Faster with Less Effort RUNNING: STRETCHING: Pre and Post Running Stretching Exercises (Flexibility, Warm Ups, Cool Downs, Fitness, Strength) Start Your Podcast Now!: Your Step-By-Step Guide to Starting and Running a Successful Podcast Strategic Human Resource Planning for Academic Libraries: Information, Technology and Organization (Chandos Information Professional Series) Radical Information Literacy: Reclaiming the Political Heart of the IL Movement (Chandos Information Professional Series) CPT 2016 Professional Edition (Current Procedural Terminology, Professional Ed. (Spiral)) (Current Procedural Terminology (CPT) Professional) Minecraft: Minecraft Building Guide: Ultimate Blueprint Walkthrough Handbook: Creative Guide to Building Houses, Structures, and Constructions with Building ... Minecraft Houses, Minecraft Handbook)

[Dmca](#)