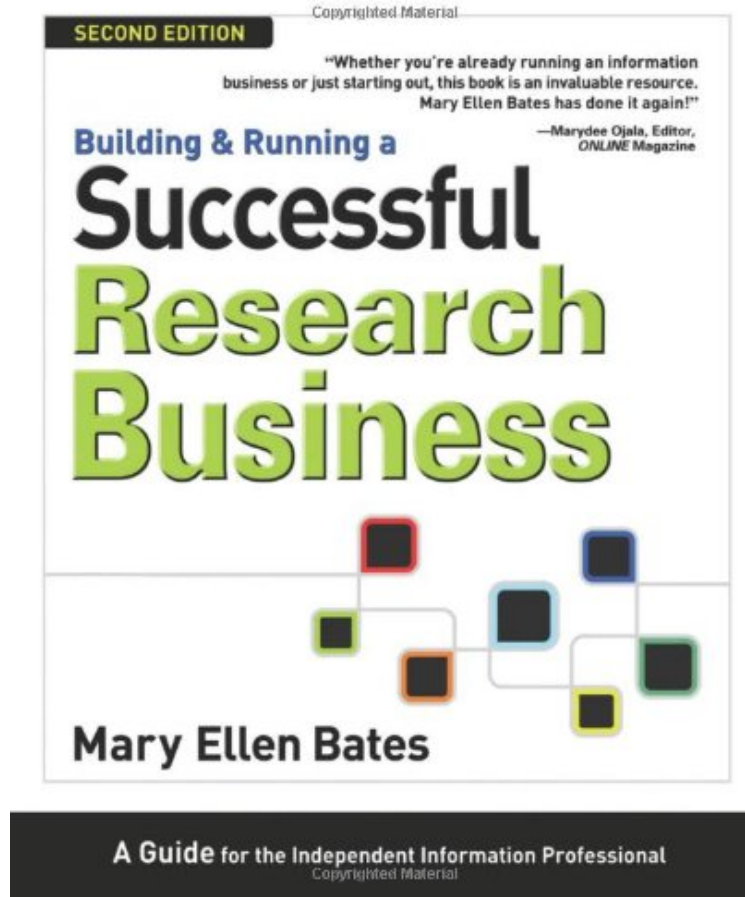


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# Building Running a Successful Research Business: A Guide for the Independent Information Professional

Mary Ellen Bates

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**Mary Ellen Bates : Building Running a Successful Research Business: A Guide for the Independent Information Professional** before purchasing it in order to gage whether or not it would be worth my time, and all praised Building Running a Successful Research Business: A Guide for the Independent Information Professional:

0 of 0 people found the following review helpful. Worth Its Weight in Gold for Info Pros Considering Going Independent!By Customer"Building Running a Successful Research Business" by Mary Ellen Bates is quite simply a \*must read\* for any info pro thinking about going independent. This comprehensive overview has it all: tips, tricks, recommendations, warnings, guidance, advice, reality checks, encouragement and inspiration! But this how-to manual is so much more than a guidebook for aspiring (or veteran) info pros; it's a gift from a lifelong informational professional, who's made it her life's work to help others succeed. A successful independent in her own right, Mary Ellen doesn't hold back any of her secret magic; indeed, throughout the pages, she dispenses candor and wisdom with

grace and generosity of spirit. "Building Running a Successful Research Business" is painstakingly researched, beautifully organized and succinctly written. It's peppered with quotes and anecdotes from stars within the field and, guided by Mary Ellen's artful pen, has become the authoritative source for independent info pros everywhere. When contemplating joining their ranks, I heard time and time again, "Buy Mary Ellen's book!" With her sage counsel, what started out as a vague notion of something I'd like to do has become a reality. Years from now, when I intend to look back at my successes as an independent info pro, "Building Running a Successful Research Business" will rank atop the list of treasures I discovered for which I'm forever grateful. 12 of 12 people found the following review helpful. Terrific Resource By William Corsair 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. 0 of 0 people found the following review helpful. Five Stars By Customernice

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.

About the Author Mary Ellen Bates