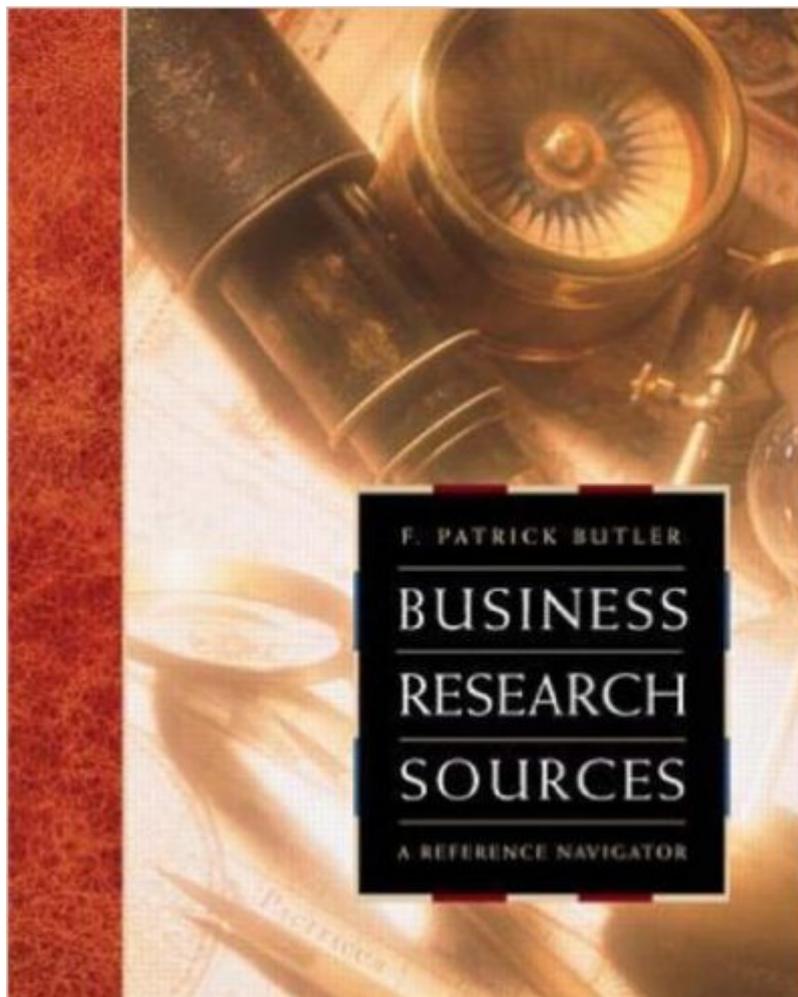


The book was found

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

Series: Irwin/McGraw Hill Series, Operations and Decision Sciences

Paperback: 480 pages

Publisher: McGraw-Hill Companies (1999)

Language: English

ISBN-10: 025623003X

ISBN-13: 978-0256230031

Product Dimensions: 9.1 x 7.4 x 0.7 inches

Shipping Weight: 1.5 pounds

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #5,185,444 in Books (See Top 100 in Books) #100 in [Books > Reference >](#)

[Writing, Research & Publishing Guides > Publishing & Books > Bibliographies & Indexes >](#)

[Business](#) #2119 in [Books > Business & Money > Processes & Infrastructure > Operations](#)

[Research](#) #6443 in [Books > Politics & Social Sciences > Social Sciences > Library & Information](#)

[Science > General](#)

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.

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

Business Research Sources: A Reference Navigator (Irwin/McGraw Hill Series, Operations and Decision Sciences) McGraw-Hill's 500 ACT English and Reading Questions to Know by Test Day (McGraw Hill's 500 Questions to Know By Test Day) McGraw-Hill's National Electrical Safety Code 2017 Handbook (McGraw Hill's National Electrical Safety Code Handbook) McGraw-Hill Nurses Drug Handbook, Seventh Edition (McGraw-Hill's Nurses Drug Handbook) McGraw-Hill's Conversational American English: The Illustrated Guide to Everyday Expressions of American English (McGraw-Hill ESL References) McGraw-Hill's I.V. Drug Handbook (McGraw-Hill Handbooks) International Relations, International Security, and Comparative Politics: A Guide to Reference and Information Sources (Reference Sources in the Social Sciences) Practical Decision Making: An Introduction to the Analytic Hierarchy Process (AHP) Using Super Decisions V2 (SpringerBriefs in Operations Research) Law and the Life Insurance Contract (The Irwin Series in Financial Planning and Insurance) Intro to Fiber Optic Sys An (Irwin Series in Marketing) Introduction to Reference Sources in the Health Sciences, Sixth Edition (Medical Library Association Guides) Introduction to Reference Sources in the Health Sciences, Fifth Edition (Medical Library Association Guides) Introduction to Reference Sources in the Health Sciences Critical Thinking: Decision Making with Smarter Intuition and Logic! (Critical Thinking, Decision Making, Logic, Intuition) 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) Design With Operational Amplifiers And Analog Integrated Circuits (McGraw-Hill Series in Electrical and Computer Engineering) Juran's Quality Planning and Analysis for Enterprise Quality (McGraw-Hill Series in Industrial Engineering and Management) Water Treatment WSO: Principles and Practices of Water Supply Operations Volume 1 (Water Supply Operations Series) Drugs, Behavior, and Modern Society with Research Navigator (4th Edition)

