



International Business Information, 2nd Edition (How to Find It, How to Use It)

By Michael Halperin, Ruth Pagell

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Editorial Review

From Library Journal

Reference librarians who have found that queries about international business information leave them feeling slightly inadequate will appreciate this new book. Modeled after Michael Lavin's *Business Information: How To Find It, How To Use It* (Oryx, 1992. 2d ed.), it describes key international publications and databases. In addition, background information for each chapter gives the researcher and librarian the necessary information to locate the correct and most useful source. The authors have been selective in the sources they have included, having examined all printed sources and searched the databases. A most useful element is the inclusion of sample entries from both printed and online sources, illustrating the information and providing researchers with a quick reference to see if the source has the information they are looking for. This is not a bibliography, though in many ways it is more useful. As more business enterprises become international, many libraries will find this book to be of tremendous value, especially given the affordable price. Highly recommended.

C. Christopher Pavek, Putnam, Hayes & Bartlett, Inc. Information Ctr., Washington, D.C.

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From Booklist

According to the authors, the emerging global economy requires "librarians and business researchers to learn about new sources of information and expand their understanding of international business subjects." With its own sources, language, and coding, mastering this field may seem a formidable undertaking. Thankfully, Pagell and Halperin, both business librarians, have modeled *International Business Information (IBI)* on a similarly titled, proven source, Michael Lavin's *Business Information: How to Find It, How to Use It*. Reviewed favorably by the Board [RBB J1 92], Lavin established a model closely followed in *IBI*, which combines in-depth descriptions of major business publications with basic concepts essential to using them effectively.

IBI is highly selective, focusing on authoritative, affordable, and generally available English-language sources, both print and electronic. A practical guide for the researcher and librarian, it covers sources used in the core of business research, companies, industries, markets, and finance. The 16 chapters are arranged into five major areas, such as company information, marketing, and international transactions. Each chapter begins with a list of topics and a list of 6-10 major sources discussed in the chapter. (In total, *IBI* covers more than 600 sources.) Following is a succinct subject overview and in-depth treatment of each major source. Chapter 4, "Company Information: Directory Sources," is typical. It is generously sprinkled with signposts, making it simple to quickly find critical information. A checklist for selecting international directories (e.g., "If the book contains sales data, is the date for those figures given?") is followed by sections on basic company directories (international, regional, Eastern Europe/former Soviet Union), industry directories, product directories, and company histories. *Principal International Businesses*, *D&B Europa*, and *Kompass International Editions* are three of the sources given detailed coverage. Automated sources, while treated in each chapter, are allotted extra coverage in chapter 6, "Company Information: Electronic Sources." Given heavy coverage here are Dialog, Data-Star, Lexis/Nexis, and Dow Jones. *IBI* will not help with Internet use.

A major strength of *IBI* is its liberal use of exhibits (more than 150) and tables (more than 100). The exhibits are high-quality facsimile copies of entries from sources. For example, when discussing Dialog's *International Dun's Market Identifiers* file, the editors provide a reproduction of an *IDMI* record. Similarly, the researcher trying to decipher an entry from *Business Directory for the Soviet Union* is presented with a

sample entry accompanied by explanatory notes. *IBI* ends with 10 appendixes (e.g., synthesis of accounting standards in 48 countries, disclosure requirements of major stock exchanges, checklist for selecting an international database) and two indexes, subject and title.

IBI is a highly recommended purchase for any library-- public, special, or academic--that provides international business information. The editors have done a skillful job of explaining major sources and the business concepts involved in their use. *IBI* will serve as both a teaching and a ready-reference tool.

Review

"International Business Information is a highly recommended purchase for any library, academic, public, or special, that provides international business information. It will serve as both a ready reference source and a teaching tool."-Booklist/Reference Books Bulletin

"Librarians will find this resource useful for collection development and research assistance. It is an excellent resource for academic, corporate, and public libraries."-ARBA

"The book is not only highly readable, it is captivating....gives beginners what they need as grounding, and it gives experienced professionals the awareness of, detail about, and comparisons among resources available."-Journal of Business & Finance Librarianship

?Librarians will find this resource useful for collection development and research assistance. It is an excellent resource for academic, corporate, and public libraries.?ARBA

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Users Review

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Louis Gayman:

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