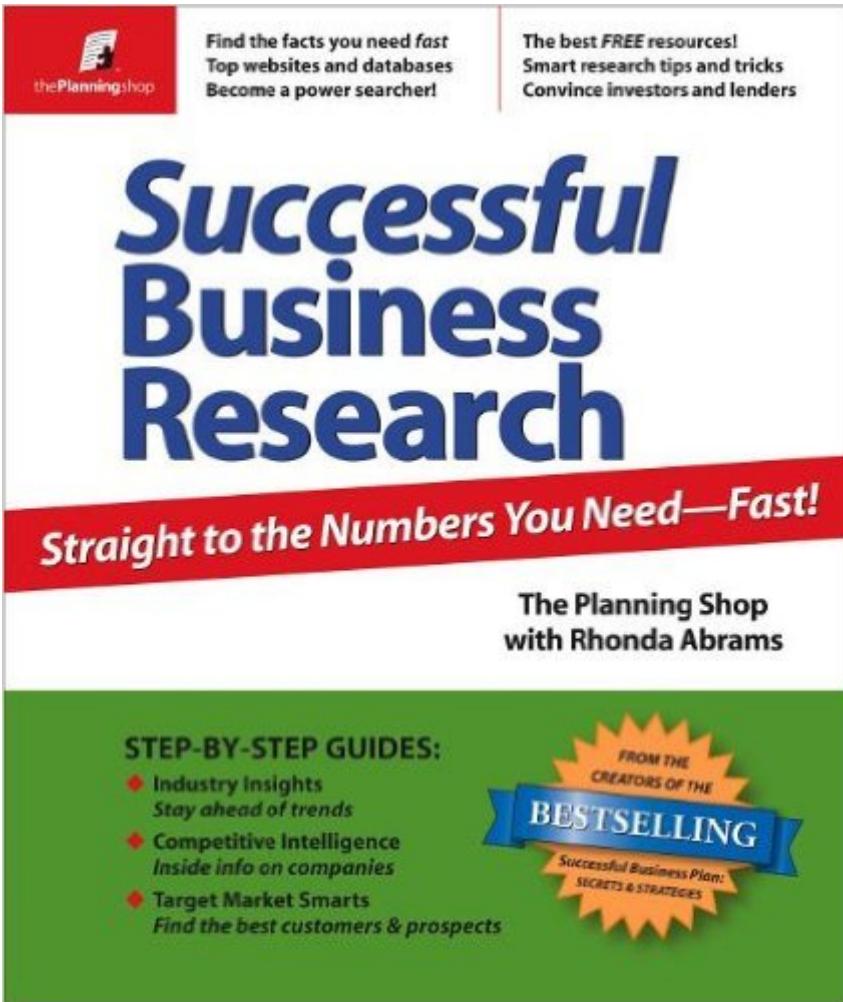


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Successful Business Research: Straight To The Numbers You Need - Fast!



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Synopsis

Whether you're seeking outside financing for your business or not, you need well-researched, verifiable numbers to support your business plan. But the process of finding that data has been painful and expensive "until now. This one-of-a-kind product will take you step by step through the process of gathering critical, totally customized information and data about your business's industry, target market, and competition. Harnessing the often difficult-to-master power of the nation's leading public and private data sources, this book not only takes you to the information, but shows you how to filter it, interpret it, and use it to your business's advantage. From the PublisherÂ Whether you need convincing data for a business plan, to raise money for your business, or for a report, you need it in a hurry. Successful Business Research shows you how to get the right info, right now. From stats on industries to the inside scoop on companies to detailed numbers on target markets, you'll find the info you needâ "fast! Key features include:Â How to find key data about your industry, market, and competitionÂ Up-to-date hot lists of the leading research sourcesÂ Shows you in a "cookbook" fashion how to grab the data you need quickly and interpret itÂ Dramatically reduces the time spent on research and improves the quality of resultsÂ Can save you hundreds, even thousands, of dollars in research expenses

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Customer Reviews

I really liked this book a lot. I think there has been a real need for something like this publication for

some time now. When I have SCORE clients ask me about what is involved in creating a great business plan for their idea, then this book will be one of the ones I will recommend they read to help. I highly recommend it. It is well organized and well written. And it includes quite a number of computer screen captures to make it easy to follow. While I couldn't use it to specifically help me use the online research databases my public library subscribes to, I certainly could use it to get a feel for using online research databases and the kind of information to look for at my public library. Keep in mind that Web sites, library subscriptions, and URLs are all subject to change over time. But the process of doing business research remains constant. And you will see and learn about the process by reading this book. This book is comprised of the following four sections: 1. Research essentials 2. The research process 3. Major resources 4. Straight to the numbers. My favorite was Part II (The research process), but Part III had a goldmine of resources cited. My hunch is that the URLs in the third part will get dated eventually. But as of right now they are all still hot. And I thought chapters 15 (Researching an industry), 16 (Researching a company), and 17 (Researching a target market) were wonderful. The meat of doing research for a business plan has to do with learning about the industry, market, and the main competitors in that business' market. 5 stars!

To put it simply, if you are a small business owner, or interested in starting up a business....BUY THIS BOOK! My close friend had just cut a check for \$7,500 dollars for a feasibility report for a retail store he was looking to start up. After reading this book, I could have done that report with double the information that he received, for a fraction of the cost. This book will save you money! This is more than a book, it is a priceless resource filled with references and places to go to get the information you need. I have used this book, and have found it very helpful to complete the following tasks : ~ Business plan writing ~ Demographic studies ~ Marketing planning, and finding the right areas to implement marketing campaigns. My copy is highlighted and tabbed to the max. I find myself reaching for it numerous times in the year. I have not found a better resource like this of its kind.

Best thing I learned from this book is what a great resource a public library card can be. You can get a card, then have access to many of the free databases from home, through the website of your library. The book itself gives you many of the databases and websites, not as many websites as I would have liked, but still good. If there is any fault, it would be that they delve into the navigation of the databases more than needed. Overall, a great resource for the price.

I think it is helpful although some information is slightly outdated. I think this is the best reference for business research that sets me into perspective without wasting a pernicious amount of time on research!!!

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