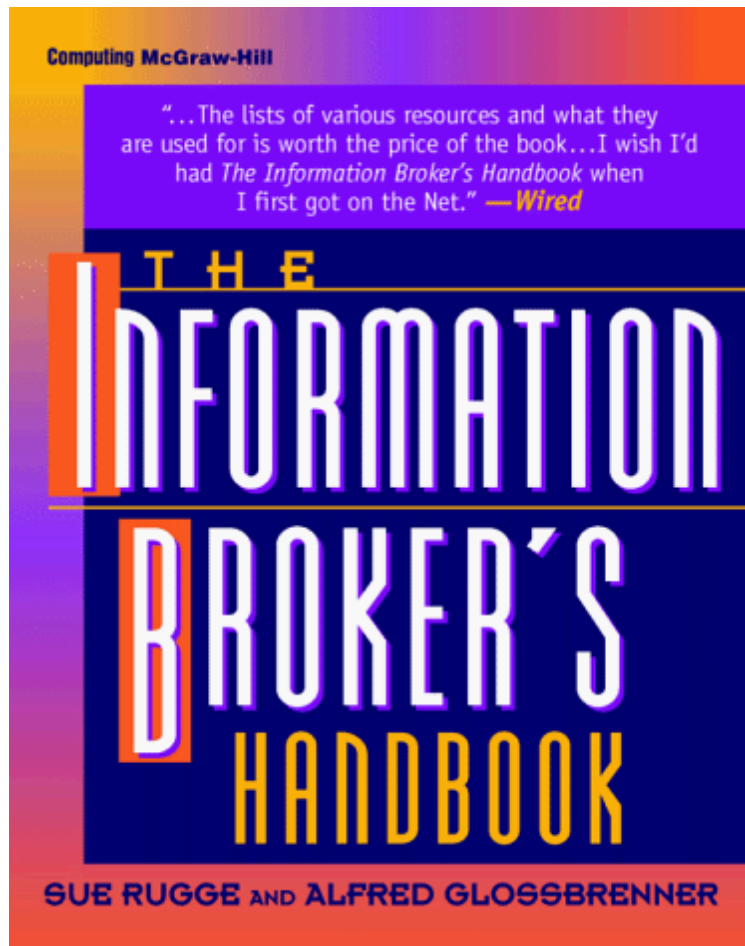


## The Information Broker's Handbook

*Sue Rugge, Alfred Glossbrenner*

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**Sue Rugge, Alfred Glossbrenner : The Information Broker's Handbook** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Information Broker's Handbook:

20 of 20 people found the following review helpful. still valuable, if a bit datedBy Audrey Frances  
Reading a book like this makes you appreciate the rapid advancement of internet technology and the availability of online resources. In some ways this book reads like ancient history. (Remember Archie and Gopher? ftp?) That said, you can still learn how to use many older and traditional information resources, and the book's main focus -- becoming a professional information broker -- remains relevant and intact. Part One, The Information Business, defines the market for information and the role and requirements of a professional information broker. Part Two, Fundamental Tools and Techniques, is a user-friendly guide to library, government and public records resources. These two sections are still quite useful, though obviously incomplete. Part Three, Electronic Options and Alternatives, is outdated, addressing no World Wide Web resources at all, though it does cover online special interest groups (SIGs) and bulletin boards (BBSs) well. Part Four, The Business Side of Information Brokering, is quite valuable and deals with completing a

project, marketing, sales, pricing, contracts and billing. Appendices cover essential resources (books, software and magazines), vendors, conferences, associations and seminars. An accompanying 3-1/2-inch floppy disk contains the appendices as well as electronic forms and letters, and a sample report. Stylistically, this disc is like a fine black white movie. ASCII text files ensure accessibility by multiple platforms, and elegant but casual writing combined with beautifully-formatted text is information rich. If you buy this book used, make sure you get the disk too. In short, while some of the content is quite outdated, this book and disk would still prove invaluable for someone who is interested in becoming an information professional. Rich in content, accessible in style. 0 of 0 people found the following review helpful. but good. By Lucille B Goodman The book was written in 1997, which makes the information outdated, but good. 0 of 0 people found the following review helpful. Don't judge this book by its date or cover By T. Cook A little dated but great to get you going and keep you going. Still packs a punch! 7

Information brokering in the Internet age is one of the easiest ways to make money with a home computer. Leave it to the field's two top experts to create the complete guide to this lucrative activity--and to update it thoroughly to keep pace with changes in cyberspace. The third edition of this bestseller delivers: -- insider tips on self-marketing online-- details on the latest Web browsers, subject-specific electronic bulletin boards, ISDN, modems, and CD-ROM drives-- and all the how-to information needed by entrepreneurs who are ready to turn bytes into bucks.

"... gives the scoop on what it really takes to run a successful information-brokering business." -- Beyond Computing, 10/97 "If you've ever thought about going into business for yourself and you would like to learn how to be an information specialist, I would highly recommend this book as a beginning." -- Blummer, Jerry, Northwest Louisiana PC User Group, 7/1/97 "The Information Broker's Handbook by Ruge and Glossbrenner is a thorough guide to researching information on-line and off and making money at it. You can't make a lot of money, but it has potential for that as well as for business users who simply need information." -- Schwabach, Bob, Kansas City Star, 7/22/97 "The Information Broker's Handbook is essential for anyone conducting business on... -- The Bookwatch, 10/97 From the Back Cover Become an information entrepreneur! "How can you buy it cheap (or get it free) and sell it dear? The Information Broker's Handbook shows how to harvest the burgeoning wheat field of information and repackage it to suit the needs of customers." -Success. "Covers everything from evaluating career prospects to getting paid what you're worth." -Inc.. "It's outstanding value lies in the wealth of information about how to market yourself and your product." -Library Journal. "An enjoyable crash course in getting choice info tidbits anywhere they can be found... The Handbook's lists of various resources and what they are used for are worth the price of the book." -Wired. "Wow! A do-it-yourself info-brokering guide and a joy-of-searching rolled into one comprehensive volume!" -Dick Kolin, Founder of Information Design. "The authors do what they say they will do: tell us everything you need to be successful." -Judith A. Copley, Director, Center for Database Systems Online Magazine. "The different stories of what searches the authors... have done are not only interesting reading, but... can give even the experienced searcher ideas for increasing business." -Rochester Daily Record. "Technical manuals are not found on my recreational reading list. However, I found your book so informative and readable that I couldn't put it down until the last page of Appendix F!" -Marie Chroninger, Information Trackers.