



Super Searchers Cover the World (Super Searchers series)

Mary Ellen Bates

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As the ubiquity of the Internet has fostered more interest in business outside the United States, the need for companies to see their market and competitive environment in a global perspective has forced more businesses to think internationally. This book asks the experts to reveal their strategies for finding international business information on the Web. Through a collection of 15 interviews with expert online researchers, exploration of the specific challenges of reaching outside a researcher's geographic area and expertise is detailed. In-country experts from around the world such as librarians and researchers from government organizations, multinational companies, universities, and small businesses discuss issues such as non-native language sources, cultural bias, and judging reliability of unfamiliar sources. Interviewees are from countries such as the United States, United Kingdom, Japan, China, Italy, Argentina, Mexico, and The Netherlands.

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