



Recommended Reading on Local Business Information, Digital Natives, Managing Intranets, and Facebook

ratings



This month, I look at finding local business information, what the Digital Natives are up to, intranet management, and using Facebook.



Research on Main Street: Using the Web to Find Local Business and Market Information

by Marcy Phelps

ISBN: 978-0-910965-88-0

Published: 2011

Pages: 280 pp.; softcover

Price: \$29.95

Available from: Information Today, Inc.
143 Old Marlton Pike, Medford, NJ 08055;
(609) 654-6266; www.infotoday.com

Just as “all politics is local,” according to former Speaker of the House Tip O’Neill, most business information has a local component—and one that has traditionally been hard to uncover. The usual search engines and national media do a poor job with local news and information. Thus, the thorough researcher may find it difficult to add the necessary local flavor to a research report or project. That’s where this practical book comes into play.

The author is an experienced information professional and writer and is also a past-president of AIIP (the Association of Independent Information Professionals). She has clearly found an important niche with this book. She provides common-sense advice on how to research local issues, both on the web and off. The book is divided into nine chapters; each chapter is focused on a different type of information, including local demographics, economics, companies, people, and issues. Although most of the resources mentioned throughout the book are free, the last

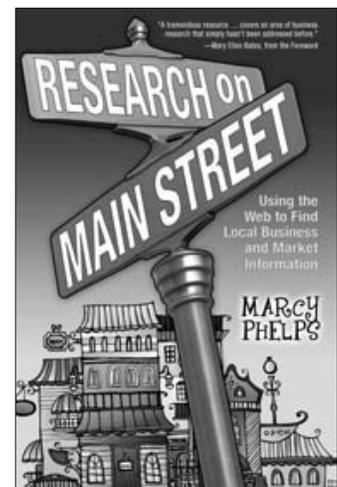
featured books

Research on Main Street:
Using the Web to Find Local
Business and Market Information

Dancing With Digital Natives:
Staying in Step With the
Generation That’s Transforming
the Way Business Is Done

The Intranet
Management Handbook

Using Facebook



chapter includes fee-based resources. An appendix and companion website (www.researchonmainstreet.com) compiles all the links mentioned in the book.

Although most of the cited resources are annotated, this book is more than just a collection of links. The author carefully guides you through the thinking process of finding local resources. She provides tips to help you manage your expectations (and those of your client) and to evaluate what you find and don't find. She wisely advises that not all information is on the web. Sometimes a local expert is what you need, and this book helps you find one.

Sprinkled within the chapters are "Tips from the Pros," several paragraphs written by independent information professionals that expand upon the chapter topic, giving additional perspectives and practical insights.

I highly recommend this book for anyone looking for local business information. It will make you think about what you are seeking and then help you find it.



**Dancing With Digital Natives:
Staying in Step With the Generation
That's Transforming the Way
Business Is Done**

*edited by Michelle Manafy
and Heidi Gautschi*

ISBN: 978-0-910965-87-3

Published: 2011

Pages: 394 pp.; hardcover

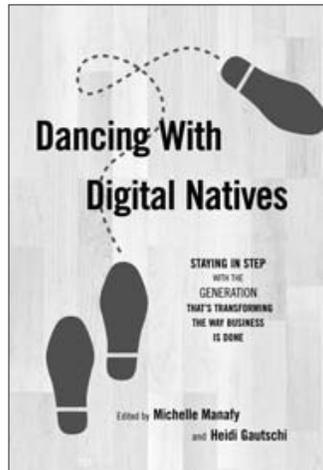
Price: \$27.95

Available from: Information Today, Inc.
143 Old Marlton Pike, Medford, NJ 08055;
(609) 654-6266; www.infotoday.com

Being a digital immigrant, I confess to hating this focus on Digital Natives as if they are a special breed. In fact, I dislike the stereotyping of *any* generation. However, there is no doubt that there are different ways and levels of immersing oneself in technology. When you consider the phrase "Digital Native" as a mindset rather than an age

range, then there is no doubt that there are many whose lives are inseparable from their online interactions. This book helps the rest of us understand how they think and what they expect, as well as how this is all changing the shape of the world as we know it.

The book is a collection of 19 articles by 22 different authors, sorted into four sections, covering Digital



Natives at work, marketing to Digital Natives, entertainment, and aspects of education. The articles in the section on the workplace describe changing expectations. Hint: It doesn't involve a dedicated workspace and a 9-to-5 job. The natives are used to multitasking and having social interactions interspersed with work and vice versa. They are more likely to share, collaborate, and mash up ideas than are previous generations.

The section on marketing describes how the Digital Natives insist on being involved in the process of marketing and product development. They expect to have input and to be listened to. The entertainment section is similar—the Digital Natives *are* the entertainment—they expect to create and interact with a variety of media. The education section describes a variety of initiatives to incorporate technology into the learning process, while still teaching critical and evaluative thinking skills.

The book benefits from having such a variety of authors and viewpoints.

They may not all agree, but they do provide interesting perspectives from different industries. A closing chapter that brought everything together would have been nice. However, if you are wondering what the future will look like, this book will give you plenty of insights into the new way of thinking.



The Intranet Management Handbook
by Martin White

ISBN: 978-1-57387-426-7

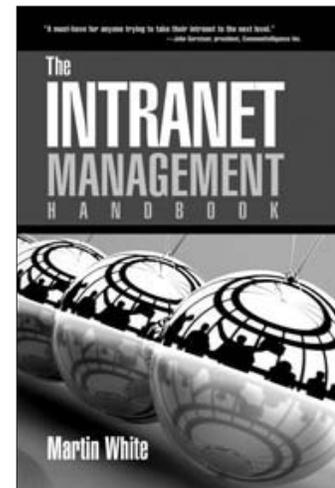
Published: 2011

Pages: 233 pp.; hardcover

Price: \$69.50

Available from: Information Today, Inc.
143 Old Marlton Pike, Medford, NJ 08055;
(609) 654-6266; www.infotoday.com

Sometimes I feel that the phrase "intranet management" is an oxymoron—too few intranets are wisely managed, particularly from the content point of view. A company looks at the technology and the implementation and then loses focus. Hence, I see a great need for a book such as this.



The author is a very experienced intranet consultant and writer, having been involved in nearly 100 intranet projects. His wisdom shines through. His goal is to help organizations develop and maintain an intranet strategy and to commit the necessary