

NEWS RELEASE

For Immediate Release

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**Building & Running a Successful Research Business: The Second Edition of Mary Ellen Bates's Bible of the Independent Information Business Offers Entrepreneurial Researchers Tools and Techniques for Succeeding in the Web 2.0 Era**

April 29, 2010, Cleveland, OH—At the 24th Annual Conference of the Association of Independent Information Professionals (AIIP), Information Today, Inc. (ITI) announced the publication of the second edition of *Building & Running a Successful Research Business: A Guide for the Independent Information Professional*, by author and independent information professional Mary Ellen Bates.

Based on Bates's 2003 handbook, *Building & Running a Successful Research Business, Second Edition* is a comprehensive manual for the independent research professional, sometimes referred to as an "information broker." Bates—one of the world's most successful research entrepreneurs—walks readers through virtually every step of the process, covering everything from "Is this right for you?" to closing the sale, managing clients, promoting your business on the web, and tapping into powerful information sources beyond the web. The book's thirty-eight chapters are organized under four major sections: "Getting Started," "Running the Business," "Marketing," and "Researching."

The fully updated second edition has been expanded by forty percent. It features new chapters on positioning the business, marketing via social media, creating an effective web presence, strategic planning for the next five years, and writing a marketing plan.

"The latest technologies have created a plethora of both opportunities and distribution channels for information business products and services," writes MarketingBase founder Amelia Kassel in the book's foreword. "Whether one hails from library science, primary market research, private

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investigation, public records, nonprofit organizations, computer science, the hard sciences, or another business or consulting field, this book is the perfect starting place for finding answers to all the essential questions relevant to constructing a successful information business.”

In addition to its thirty-eight chapters and the foreword by Kassel, *Building & Running a Successful Research Business, Second Edition* includes an introduction by the author; sidebars featuring insights from successful research entrepreneurs; three appendices providing information about the Association of Independent Information Professionals, lists of recommended websites, and biographical and contact information for individuals quoted in the book; and an index.

*Praise for Building & Running a Successful Research Business*

“[This book] offers the guidance, wisdom, and voice of experience that the new business owner needs to succeed, along with the solutions and alternatives the established information professional can put to immediate use.”

—Cynthia L. Shamel, President, 2002–2003,  
Association of Independent Information Professionals

“A detailed blueprint for establishing your own information research business ... packed with practical tips and helpful suggestions gleaned from years of hard-earned experience.”

—Chris Sherman, Executive Editor,  
SearchEngineLand.com, and author, *The Invisible Web*

“Whether you’re already running an information business or just starting out, this book is an invaluable resource. Mary Ellen Bates has done it again!”

—Marydee Ojala, Editor,  
ONLINE Magazine

Mary Ellen Bates has owned and operated Bates Information Services, Inc. for almost 20 years. In addition to providing business research and analysis services to clients, she conducts webinars, workshops, and seminars for information professionals and is a sought-after speaker at information industry conferences around the world. A prolific writer, she contributes to leading industry

publications and is the author or coauthor of six books about information and research. She is the only two-time president of the Association of Independent Information Professionals (AIIP) and was the premiere recipient of AIIP's annual Sue Rugge Memorial Award in recognition of her outstanding work as a mentor and leader in the field.

*Building & Running a Successful Research Business: A Guide for the Independent Information Professional, Second Edition* (528 pp/softbound/\$34.95/ISBN 978-0-910965-85-9) is a CyberAge Book from Information Today, Inc. (ITI). It is available in bookstores through Independent Publishers Group (IPG) and direct from the publisher by calling (800) 300-9868 [outside U.S. call (609) 654-6266]; faxing (609) 654-4309; emailing [custserv@infoday.com](mailto:custserv@infoday.com); or visiting the ITI website at [www.infoday.com](http://www.infoday.com).

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