

Business Research Tips is a monthly email with practical ideas for managing business information and research.

## Finding information for business

Heather Carine established Carine Research to work with businesses that need well-researched information for strategic decisions or advice.

For over ten years, her research has been relied on for tender responses, marketing proposals, client development and legal advice. With a background in research, knowledge management and marketing, Heather knows and understands that the best information you need for business doesn't come from one source.

Well beyond Google, Heather finds reliable information from commercial content providers, web sources and industry experts.

## Researching with limited resources

Heather recently wrote an article for Freepint.com on how specialists from small organisations undertake business research with a limited range of research resources.

Relying on tightly focused research skills, the specialists focus on:

- » Constantly scanning for information
- » Utilising a network of personal contacts
- » Building on their in-house knowledge
- » Knowing their research sources.

The full text of the article is available at: <http://www.freepint.com/issues/100806.pdf>.

Freepint.com is a website that links a global network of people who find, use, manage and share work-related information. It has an international readership of 79,000 subscribers.

## Upcoming presentation

Heather will be speaking at the Ark Group conference on Demonstrating the Value of Knowledge Management. (22-24 November 2006 in Sydney).

In a session on creating a culture that embraces knowledge management, Heather will be presenting on finding a balance between technology and people.

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