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Grey House Publishing announces the Nineteenth Edition of *The Directory of Business Information Resources*

Grey House Publishing is proud to announce the publication of the Nineteenth edition of *The Directory of Business Information Resources*. Since its first publication in 1992, this directory has consistently been the reference book of choice for business researchers in a wide range of industries. With comprehensive coverage of 23,274 listings in 99 industries, it provides ways to find new customers, increase loyalty among existing customers, and improve the bottom line. As America's economy continues to slowly improve, current, comprehensive business information is more valuable than ever.

The value of focused, comprehensive data in *The Directory of Business Information Resources*, compiled with the business researcher in mind, cannot be overstated. This edition provides immediate assistance with your business: attend industry Trade Shows to **promote your product and find new customers**; subscribe to Publications to **stay competitive and ahead of the curve**; join Associations for **business support and educational opportunities**.

This reference work offers an unequalled collection of valuable, industry-specific resources. Reach out to new customers through industry **Associations, Directories, Databases, and Trade Shows**. Find new ways to cut costs and improve efficiency through **Magazines, Journals, and Newsletters**. Learn what your competitors are up to by visiting the latest, most important **Websites**.

The 99 industry chapters include two new business sectors – **Alternative Energy** and **E-Commerce** – arranged in the same helpful format users expect.

With 23,274 listings – hundreds more than before – this nineteenth edition is the most comprehensive guide to business information on the market today. All listings include name, address, phone, fax, website, email, key contacts, and a brief description, making your research focused and productive.

As the world of research continues to expand further into cyberspace, this 2012 edition of *Business Information Resources* keeps pace by indicating, when available, an association's presence on Facebook, Twitter and LinkedIn.

The **User's Guide** defines fields for entry type. In addition to name, address, phone, fax website, email, and description, Associations include number of members, dues, and founding year. Publications include cost and frequency. Trade shows may include location, number of exhibitors, and attendees.

The **Content Summary of Chapter Listings** helps users see the wide range of topics included in each chapter, many of which appear in more than one chapter. It is designed to show exactly what is covered in each chapter.

The North American Industry Classification System (NAICS) and Standard Industrial Code (SIC) Cross-Reference Tables are included for users who wish to approach their topic based on the Department of Labor's standardized list of business codes. This table links the SIC to appropriate chapters in the Directory.

Two indexes are also included to ensure users can find what they are looking for. The **Entry Index** lists all entries alphabetically and identified by entry number. The **Publisher Index** is an alphabetical list of publishers of industry literature. The entry number listed in the index identifies the title of the published material listed in this directory. Note that publishers often offer additional material not included in these pages.

The Directory of Business Information Resources answers the need for well-organized, accessible business information. Suitable for market researchers, advertising agencies, job placement and career planning offices, public relations personnel, and business schools and colleges – a need well-documented by one of the identified high-growth sectors: Information!

The Directory of Business Information Resources is available for subscription online at <http://gold.greyhouse.com> for even faster, easier access to this vast array of information. With a subscription, users can search by keyword, geographic area, organization type, key contact name and so much more. Visit the site or call 800-562-2139 to set up a free trial of the Online Database.

“The Directory of Business Information Resources...is an extensive guide to industry-specific sources, including associations, magazines, periodicals, directories, and databases [and] is recommended for academic libraries supporting a business curriculum. It is a source where faculty and students can do extensive searches on their industry...[and] ideal for collection development.”

- ARBA

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