

# REVIEWS

## *Directory of Mail Order Catalogs*

“Alphabetized profiles detail contact information, company principles, web presence, and specialties...  
VERDICT A no-nonsense, comprehensive guide for entrepreneurs and product vendors.”

*-Library Journal*

“This is a godsend for those looking for information on any one of thousands of mail order catalogs published in the United States. Recommended for general reference collections of public libraries.”

*-Reference Book Review*

“The organization, scope and continuous updating and revision of this work ensures its place as a standard reference.”

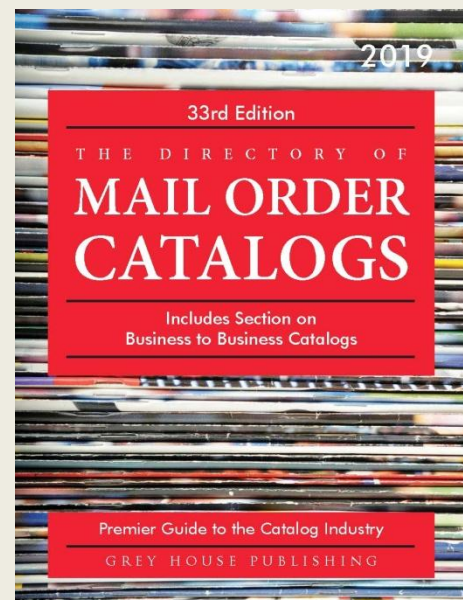
*-ARBA*

“Public libraries of all sizes will want to purchase, if possible. The directory will also be useful in business collections.”

*-ARBA*

“This kind of directory not only provides specific information on hard-to-locate companies, but is also a lot of fun to browse through. There is something for everyone. This directory is primarily recommended for public libraries that support small business entrepreneurs, although other libraries may have an interest in this kind of information.”

*-ARBA*



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“...This directory is unique because it pull together thousands of smaller companies it would otherwise take a lot of sleuthing to locate. For this edition, more than 1,000 obsolete listings were deleted, almost 1,000 new catalog companies were added, and more than 6,000 entries were updated with more information... This useful...reference source is of most value to the business community but would also be useful to large public libraries serving business clientele and academic libraries that support business programs.”

**-ARBA**

“The Directory of Mail Order Catalogs is the dream of all shoppers who like to receive catalogs in the mail; there is a catalog in her for everyone, ranging from clothing, toys, and furniture... The time the editors have put into developing and maintain this title shows; this...directory is logically arranged and easy to navigate... The most impressive thing about the Directory is the sheet number of print catalogs it contains... The volume is recommended for public libraries and, to a lesser degree, academic libraries.”

**-Journal of Business & Finance Librarianship**

## **Business to Business Catalogs**

“The directory would be a useful starting point for many sorts of business research, including those looking for supplies, those researching competitors, and those looking for possible sources of mailing lists... this is a useful core resource...”

**-ARBA**

“The Directory is intended to serve a specific purpose, its organization is efficient and straightforward. It is a reliable, utilitarian publication... Purchasing departments will certainly find the volume useful. Public libraries with a healthy local business patronage or perhaps a small business outreach program may find it useful as well.”

**-Journal of Business & Finance Librarianship**