

"The Skeptical Business Searcher promotes a healthy skepticism of Web-based information and provides a systematic way to evaluate company and industry data. You'll learn how to easily spot red flags and hidden agendas and go beyond 'official' sites for quality business information."

—Sheri R. Lanza, Editor
The CyberSleuth's Guide to Internet Research

The

SKEPTICAL Business Searcher

By Robert Berkman
Foreword by Reva Basch

The Information Advisor's Guide
to Evaluating Web Data, Sites, and Sources

Skeptical Business Searcher The Information Advisors Guide To Evaluating Web Data Sites And Sources

A Gutmann



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