

VIP



Review: Hoover's UK: UK and international company and industry information

Source Guide: Know Before You Go: a source guide

## Editorial



**Last year was a good year for Hoover's Online.** Firstly, it relaunched in the UK with new products aimed at sales and marketing teams and, secondly, it won Best Business Information Product at the International Information Industry Awards, held in London last December. Investment by its parent, D&B, has led to enhancements that now enable Hoover's to compete with the likes of Factiva, LexisNexis and OneSource as a company and business information provider. It's especially pleasing that Hoover's once more has a presence in London in order to serve the local and European marketplace. I'm very pleased, therefore, to include an in-depth review of Hoover's UK in this month's issue of VIP. Industry experts, who judged the Best Business Information Product competition, praised Hoover's for its breadth of content, ease of use and excellent value for money. Read inside to see if VIP agrees with their comments.

This issue also includes the first of what is hoped will become a popular series of Source Guides. Diana Nutting, Information Liaison Manager at Business Link for London, lists the sources that her Business Link uses to compile 'Know Before You Go' reports, which are created for the Link's advisors so that they can become familiar and knowledgeable about a sector before they liaise with their clients. I'd like to see this new series of Source Guides develop. Contributions could include groups of sources recommended, to users, by your information service for researching specific topics, or maybe sources that are vital to you in your work, and that you'd like to share with others. Your feedback will dictate how the series develops. If you have any ideas for Source Guides and would like to contribute, please contact me at the address below. Alternatively, you may have an interesting case study you'd like to bring to the attention of VIP readers, or perhaps you'd like to contribute to the Guest Comment, which covers a wide variation of topics such as trends, product development issues, challenges facing the sector, challenges facing business information managers and professionals, service issues, coping with new legislation, etc. Finally, maybe you'd like to be the first to feature in a new Day in the Life Of series, and tell us what your typical working day involves. I'm looking forward to hearing from you.

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Editor, VIP

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"Liberation through information"  
Simon Foster

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