



Review:

Thomson Business
Intelligence: integrated
access to business
research

Case Study:

OneSource: Business
intelligence is critical to
sales performance

Addendum:

Update to VIP, No. 25,
December 2005

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Publisher's Note

To improve the usability of VIP, we have shortened many long URLs with DigBig, a free utility that creates persistent links <<http://www.digbig.com>>.

When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.



Cover

"The Information Super Highway"
Simon Foster

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Editorial



A Happy New Year to all VIP's subscribers and readers. VIP is beginning 2006 with a review of Thomson's new product Thomson Business Information, which provides integrated access to five content sets.

Thanks to Google, my first review of the year didn't get off to a good start. My default browser is Internet Explorer and, like many people, I've installed Google's Toolbar as it includes many features that I find useful. Very soon into the review it became apparent that the functionality of Thomson Business Information was being compromised in some way. When I swapped to using Firefox as my browser (which doesn't have the Google Toolbar), the product worked fine. Thankfully, the Thomson folk in the US were eventually able to understand why.

The Autolink feature on the Google Toolbar creates artificial links to the web pages you're viewing and directs traffic to other sites selected by Google. For example, it links ISBN numbers to Amazon.com and street addresses to Google Maps. Simply put, this logic is designed to intercept pages and review the content on the pages and reformat the display to contain these additional links. A spokesperson for Thomson told me, "Unfortunately this logic has problems with not just our site but other sites that generate content dynamically the way we do." It seems that Google disables the IE debug script error feature in the browser when it installs its Toolbar, hence my problems.

I'm used to having to turn off my pop-up blocker in order to view the full functionality of some services but this is the first time I've clashed with Autolink. The issue raises important concerns, for both product developers and consumers, if services are being impacted in this way.

Many of you have contacted me about a comparative review of market research services. If this is something that interests you, I'd like to hear from you – which products you want to see included in the review, the products you use – what you like/don't like about them and any other related views. There's already a posting at the VIP Lounge so please add your ideas there or, alternatively, contact me directly at pam.foster@vivavip.com. I look forward to hearing from you.

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