



Premium reviews and analysis  
for premium content users

Issue 53:: April 2008  
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Weathering the storm

### In Scope

The credit ratings turmoil

### Insight

Alternative routes to market research

### Insider

Managing vendor contracts

### Tap the Wire

US Wall Street Journal in London  
and other industry news

### Focus On

Packaged Facts, Mintel  
and the market research landscape

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**Tap the Wire**

*Industry news, new products and product update:*

*Industry News:*

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*New Products:*

Mind Bullet launches news service for the Philippines; a new database for finding brands.

*Product Update:*

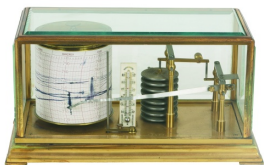
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"Supply and Demand"  
Simon Foster



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The logo for DigBig, featuring the word "digbig" in a lowercase, rounded, pink font.

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## Log In

By Pamela Clark



Here at *VIP* we cannot ignore the challenges faced by the financial and commercial sectors. The mainstream press has begun to issue predictions of increasing job losses in the City in the next few years. We have had these predictions before and each time the City has bounced back with innovation and imagination. Colleagues in the vendor community are weathering the current turmoil, although the collapse of Bear Stearns has had an impact on some revenue streams. But the need for business researchers to provide focused, targeted research continues. Companies need to find new clients, new products, and new markets. In support of the last of these we have decided to dedicate a second issue of *VIP* to a review of market research services, believing them to be a critical part of a researcher's day-to-day information toolkit.

Following last month's reviews of a number of market research providers including *MarketResearch.com* and *Research and Markets*, this month we Focus On *Packaged Facts* and *Mintel*. We also think you will enjoy Angus Robertson's Insider on what's making waves at Alacra *Research Recap*. When I read Angus's piece what resonated with me was the growing interest in the work of the credit rating agencies, something that *VIP* will cover later this year. Researchers are beginning to appreciate the value of the broader analyses on credit and economic issues that they provide – it's not just about ratings.

It's been a relatively quiet month as far as new information products and product enhancements are concerned. We've made an editorial decision not to give you a blow-by-blow account of what's going on at two of the GYM members (the Yahoo/Microsoft debacle). We're also holding back on further comment on Reed Elsevier and ChoicePoint until after the latter's shareholders' meeting, which will take place after we go to press. What we do have for you this month is our ongoing, to the point, review of the information industry. News services are covered with our stories on LexisNexis signing a content distribution agreement with the Financial Times, *The Wall Street Journal US* edition being published in London, the Reuters/China Web news deal, and the new free clippings service from the Philippines.

Our growing focus on technology is covered by information on ImapData (geo-spatial data), on SpinVox (voice to text services), and on Accurint for Insurance (data visualisation). Whilst Reed Elsevier, Thomson and Reuters continue with acquisitions, disposals, and mergers, Wolters Kluwer emerges as the next acquisitive company to watch. Through these and other articles in this month's issue of *VIP* we continue to bring to your attention developments that we believe impact the way you think about the work you do and the sources that you use, or should be thinking about using in the future. That way, if or when the 'crunch' comes in your workplace, you'll continue to be a 'must have' in the toolkit of every savvy company and organisation.

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