

Premium reviews and analysis
for premium content users

VIP magazine



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The awards season and changes at VIP

In Scope

Reed Elsevier-ChoicePoint: not over yet

Insight

Improve your product reviews and demos

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Drawn from VIP's sister publications ResourceShelf and DocuTicker, we provide a quick guide to useful data visualisation tools and resources which can help add context and shape to your communications.



23 Tap the Wire

Industry news, new products and product update:

Industry News:

Helen Alexander to leave The Economist; Search Engine Marketing in the UK; corporate website developments; financial statements in annual reports; information industry rewards; Mintel acquires Snapshots; Thomson Reuters acquires Digita; Wolters Kluwer buys MYOB's UK division; J.D. Power acquires Umbria Inc; EBSCO acquires Hallmark; Pearson acquires Money-Media; CustomerSat acquired by MarketTools; Nielsen to acquire IAG Research.

New Products:

WilsonWeb adds periodicals retrospective; a global news site launching next year; community newsgathering at NewsVine; a BvD product for transfer pricing; Interfax co-operates with LexisNexis; an electronic version of the OECD Factbook 2008; new social networking tools; economic downturn coincides with smarter search engines; the virtues of Asset4.

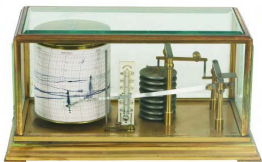
Product Update:

WorldCat.org add BL holdings; Wall Street Journal to hit Europe; Digita introduces personal tax software; LexisNexis UK improves platform; Space.com expands; IRN Research reports on Asia-Pacific; Hoover's launches HOOV Lane.

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Cover

"The Path to Knowledge"
Simon Foster



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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.

digbig

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- Visualising Electronic Health Records with 'Google Earth for the Body'
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 - Wolters Kluwer & MYOB
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Chris Murphy urges researchers and users to take advantage of rich and exciting new data visualisation tools

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The approach of summer in the information world means two things: awards and conferences. Free Pint Limited will be at a couple of major conferences in June and you can find out more in Log Out.

One organisation that recently announced its awards was the European Industry Association, and we send our congratulations to *Caselex*. By the time you read this, the *LexisNexis* Taxation Awards and the SIA CODiE Awards will have been announced. We don't have any inside knowledge on who will win – what we do have is an Insight from one of the CODiE judges, Marcia Taylor, on how to improve your chances of winning next time around. In fact Marcia's article should be read by every vendor giving a product demonstration, whether there's a prize at the end or not.

This month we Focus On two different aspects of business information and we welcome a couple of new reviewers to the VIP family. Mark Jewell reviews *Euromoney Business Library* and explains its value to researchers. For our second article we've taken a slightly different approach from the usual and given you an overview on data visualisation. Here you'll find Chris Murphy's easy-to-read guide to the concept and learn who is providing which new tools to improve our access to content. Let me know what you think of this new style of article – do you want to see 'more like this' or do you prefer our traditional reviews of two information products per month?

Another change we've made this month is to pull all the recent news on company acquisitions into a single article. It means you can read the quick summaries in one place and then get more information on the background and implications of the various deals by following the links within the text. One deal we've written about in depth is Reed Elsevier's acquisition of ChoicePoint, following the latter's shareholder meeting that gave approval for the deal. However, as you will read in our article, it isn't over yet.

Once again this month's issue of *VIP* is bringing to your attention some of the stories, deals and products that matter most to your business. Things are getting tougher in the market and news is coming through of job losses and cutbacks. Here at *VIP*, we want to be sure that the news and information we are giving you about the industry is what you need at this critical time. If you want to see more, or less, of a particular topic or types of content let me know. We're expanding our pool of writers and reviewers at *VIP* and at our sister product, *LiveWire*, so we can cover a broader range of topics than in the past. Likewise, if there's an issue that we ought to be investigating we can do so on your behalf, with the promise that your anonymity will be assured at all times. Looking forward to hearing from you. ■

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