

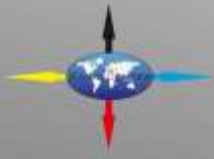
Ücrete Dayalı Bilgi Hizmetleri

Umut Al

umutal@hacettepe.edu.tr

Üzerinde Düşünülmesi Gereken Sorular

- ❑ Niçin para ödensin?
- ❑ Bilgi hizmetlerine kim para öder?
- ❑ Bilgi hizmetlerine para ödenmesi durumu süreklilik arz eder mi?
- ❑ Bu işi yapan çok kişi ya da kurum var mı?



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Ticari bilgiye eriŐim kaynaklarını mı merak ediyorsunuz?

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Hiper rekabetin egemen olduĐu dűnyada Kűresel dűzeyde sűrdűrűlebilir kartılıĐın saĐlanması ancak “rekabet istihbaratını” uygulayabilen dıŐ ticaret personeli ile műmkűndűr. Bu amaçla firmamız yılların deneyimiyle, “İhracatın özel kuvvetlerini” yetiŐtirmeyi temel amaçlarından biri olarak benimsemiŐtir. Temel dinamik gűcű danıŐmanlık olan firmamız bu sűreçte geliŐtirdiĐi teknikleri verdiĐi eđitimlerde paylaŐmaktadır. Eđitimler sűrekli deĐiŐmekte ve geliŐmektedir. DeĐiŐmeyen tek Őey temel ilkelerimiz ve iŐ ahlakımızdır.

1. Temel dıŐ ticaret
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3. İstihbarat ve operasyon elemanı
4. Information broker
5. Rekabet istihbaratçısı
6. Firmalara özel eđitimler
7. Stratejik ticari yazıŐma ve konuŐma
8. Hap eđitimler

How to Become an Information Broker

By Lisa F. Wilson, eHow Contributor

Physicist William Pollard once said, "Information is a source of learning. But unless it is organized, processed and available to the right people in a format for decision-making, it is a burden, not a benefit." Information brokers make sure that information is a benefit to their clients through meticulous research and packaging that best suits their client's needs.

Instructions

- 1** Do your homework. Before jumping into this [business](#) with both feet, you have to have a clear understanding of exactly what the business entails. Start your research at the library by reading books such as "Building and Running a Successful Research Business: A Guide For the Independent Information Professional" by Mary Ellen Bates or "Super Searchers Make It On Their Own: Top Independent Information Professionals Share Their Secrets for Starting and Running a Research Business" by Suzanne Sabroski.
- 2** Another way to get a better understanding of the field is to access the Association of Independent Information Professionals membership list and review the websites of its members to see the products and services they offer.

How to Become an Information Broker

By Lisa F. Wilson, eHow Contributor

- 3** Assess your education, skills and talents. Having a strong aptitude for research is just the beginning. To become a successful information broker you will also need to: be able to develop and implement a business plan; handle the daily tasks of a small business (advertising, invoicing, collections, accounts payable, cash flow, etc.); be willing to frequently upgrade your information skills through professional development; effectively market your skills; and manage your clients. You will also need to be able to write summaries and reports based on the information you gather.
- 4** Choose a target market. While some information brokers generalize and provide information to a wide variety of clients, when you are starting out, the best course of action is to choose a niche market to specialize in. Opt for an industry or type of information that complements your background. For example: If you have training in criminal justice, your specialty could be law information or background investigations.

How to Become an Information Broker

By Lisa F. Wilson, eHow Contributor

- 5 Develop your business plan. As with any start-up company you need a comprehensive business plan that maps out, in writing, exactly how your information brokering business will go from an idea to a reality. Your plan should include: a concise description of the business, where it will be located, how it will be marketed, how it will be managed and detailed financial data.
- 6 Obtain the proper training and access to the databases for your niche market. The key to success in information brokering is to be able to quickly locate information, understand the research and package your findings in a way that makes the information useful to your client. In order to be able to do this you need to familiarize yourself with the available databases and learn how to read them. You can obtain training through your community college or the educational courses provided by some of the online databases such as Factiva, LexisNexis and Dialog.
- 7 Network and market your services. When you are starting out, the bulk of your time will be spent networking with other information brokers and sources and marketing yourself to potential clients. You can use social media websites, newsgroups, message boards, conferences, trade shows and professional associations. When your business and skills grow you can also write and give lectures about the industry.

Ücrete Dayalı Bilgi Hizmetleri I

- ❑ Abstracting
- ❑ Analyzing information
- ❑ Bibliographies
- ❑ Cataloging, indexing
- ❑ Current awareness
- ❑ Document delivery
- ❑ Editing / editorial services
- ❑ Industry overview

Ücrete Dayalı Bilgi Hizmetleri II

- ❑ Literature searching, online searching
- ❑ Market research
- ❑ Records management
- ❑ Research
- ❑ Selective Dissemination of Information
- ❑ Systems design
- ❑ Training
- ❑ Translating

(Warnken 1981:7-8)



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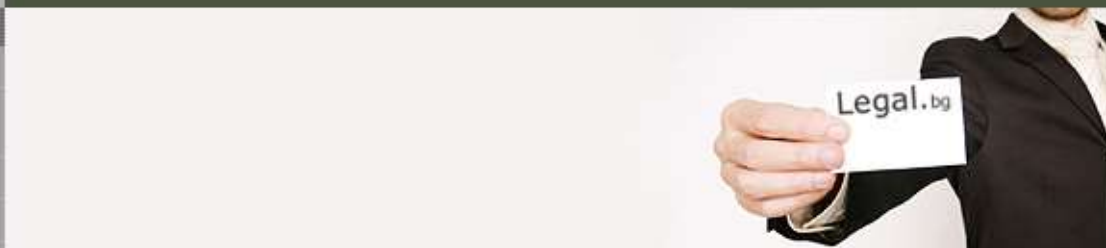
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Legal Ltd Bulgaria was founded in 2006 to assist major international companies in establishing business activities in the Balkan region.

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In our strive for excellence, Legal Ltd Bulgaria has formed an in-house team of experienced professionals, assisted by a broad network of respected experts, that together represent various areas of business and scientific knowledge. To provide our partners with outstanding service and most current information, Legal Ltd Bulgaria also maintains a close collaboration with a number of leading [Bulgarian research institutes](#) and commercial enterprises.

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Free, Fee-Based and Value-Added Information Services

A White Paper Prepared for Factiva®, a Dow Jones and Reuters Company
By Mary Ellen Bates
June 2004

Value-added information services

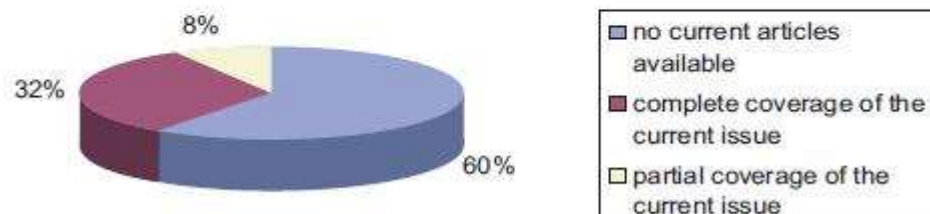
Value-added business information services offer high-quality information from a wide variety of sources including newswires, newspapers from around the world, trade magazines, newsletters, investment house reports and more. They have extensive archives of periodicals and historical financial data.

These services offer simple but powerful tools that enable researchers to search hundreds of sources — current information and archives — simultaneously. Results can be downloaded, printed or e-mailed. Electronic clipping features keep business researchers informed about topics they select as the online sources are updated.

Value-added information services charge fees, which can be paid within a company's purchasing process. The blanket arrangement can provide access to a specified number of employees within an organization.

The three primary providers of value-added information are Dialog (www.dialog.com), Factiva (www.factiva.com) and LexisNexis

Articles available on the Web



Content requirements for Web-enabled business information resources

- **Reliability and authority.** Information on which decisions are based must come from authoritative, reviewed and edited sources.
- **Updated and archived.** The online resource must provide timely access to the most up-to-date information, along with extensive archives so that information can be retrieved later and so that research can be conducted on material from six months or a year ago.
- **Aggregated Information.** All relevant sources should be aggregated and searchable within a single interface.
- **Access to the best Web sites.** Online services should offer important sites that Web search engines cannot access, and distinguish between truly useful sites and those that have little value.
- **Full selection of information.** Newswires, industry newsletters, daily business press, trade journals, industry analysts' reports, historical financials and more — all should be available to search simultaneously.
- **Ready-to-download information.** Information should be in a format that is easy to download, e-mail or print.
- **Updating feature.** Most business researchers have an ongoing need for information on specific topics. Electronic clipping services, in which all relevant new items are e-mailed to subscribers on a daily or weekly basis, are extremely helpful.
- **Auditable payment.** Business information should be easy to pay for within the parameters of company purchasing processes.
- **High value to cost ratio.** The relationship between the direct expense of the information and the time involved in obtaining the information should be favorable.

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Business Information Review is concerned with information provision and management within organizations.

To be successful organizations need to gain maximum value from exploiting relevant information and knowledge. *BIR* deals with information strategies and operational good practice across the range of activities required to deliver this information dividend. *BIR* also aims to highlight developments in the economic, social and technological landscapes that will impact the way organizations operate and which will affect their information needs.

BIR content is written by information professionals, content, technology and service suppliers, academics and researchers and leading thinkers from within and outside the information world.

BIR also provides insights into the factors that contribute to individual professional success.

Whilst many business information professionals and librarians are still involved with published information - its supply to the desktop, skills for users, research and analysis services - the range of professional activities has expanded. Responsibilities can range from knowledge management through information risk and security, and much more engagement with IT including the development and use of social media. *BIR* provides valuable insights across the full range of organizational information activities whilst retaining a keen interest in business information resources.

BIR's international readership and authorship covers the corporate sector, consultancies and law firms, publishers and information providers, government and other public institutions, academia and the third sector.

FEE-BASED ONLINE SERVICES: EXPLORING CONSUMERS' WILLINGNESS TO PAY

L. Richard Ye
Yue "Jeff" Zhang
Dat-Dao Nguyen
James Chiu

California State University, Northridge

ABSTRACT

Many online service businesses are beginning to charge fees for services that they used to provide for free. It is unclear whether consumers are ready to embrace this practice. This study explores consumer attitudes toward fee-based online services. The results of the study indicate that consumers' willingness to pay for online services is likely to be influenced by their perceived value of convenience these services provide, and by the extent to which they utilize these services. While consumers appear more willing to pay for services that are qualitatively better than free services, there is also indication that the belief remains strong among many that online services that were free in the past should remain free.

Table 1. Subjects' Rating and Ranking on Willingness to Pay for, Usage of, and Importance of Convenience of, Online Services

<i>Online Service</i>	<i>Willingness to Pay</i>	<i>Rank</i>	<i>Usage</i>	<i>Rank</i>	<i>Importance of Convenience</i>	<i>Rank</i>
Email	3.15	1	4.84	1	4.58	1
Reference	3.03	2	3.03	4	4.06	3
Travel	2.86	3	2.74	5	4.11	2
News	2.52	4	3.65	2	3.95	4
Entertainment	2.49	5	3.14	3	3.75	5
Health info.	2.40	6	2.16	8	3.65	6
Weather	2.10	7	2.56	6	3.59	7
Sports	2.05	8	2.51	7	3.22	8
Auction*	1.86	9	1.59	9	3.14	9
Relationship	1.83	10	1.33	10	2.54	10

* Users are charged for entering.

(Rating on a 1 to 5 scale, with 5 being the highest)

Table 3. Mean Ratings of Reasons to Pay/Not to Pay for Online Services

<i>Reasons</i>	<i>Rating</i>	<i>Rank</i>
Willing to pay because		
I would pay for better service	3.34	1
I need the service and want it to survive	3.28	2
it is the right thing to do	3.19	3
advertising revenues are shrinking	2.97	4
Unwilling to pay because		
the services have always been free	4.11	1
they get paid from advertisement	4.00	2
I don't want to use credit card online	3.71	3

(5-point scale, with 5 being Strongly Agree, and 1 Strongly Disagree)

Information Brokerage: An Entrepreneurial Approach to Information Services in Nigeria

Ojo Joshua Onaade

Abstract - This article focuses on the genesis of and rationale for information consultancy – also known as information brokerage or independent information profession (IIP) - as a profession in Nigeria. This may not be an easy task since Nigeria is, relatively, a newcomer to this field. This paper takes a look at the possibility and viability of information consultancy as it is being practised in some developing and developed countries. It concludes that it is a good venture to be embarked upon. The article also highlights the challenges confronting the profession, especially in the areas of policy formulation, power generation, ICT, skill acquisition, managerial ability, report writing and data analysis, and recommends the way forward for would-be information brokers.

Keywords : *Information brokerage, entrepreneur, information services, library and information service profession, independent information profession.*

I. INTRODUCTION

Richard Branson, the Chief Executive Officer of Virgin Group, predicted in 2011 that information brokerage will be among the leading professions that will emerge in the 21st century. Nigeria has for long been practising librarianship, as a profession, in form of public service, but it is yet to be appreciated in the same manner as professions like law, accountancy, medicine, estate management, surveying or even journalism, unlike what obtains in developed countries. Subsequently, because of this lack of respect for the profession, the practitioners are not sufficiently appreciated, most especially in the less developed countries.

With the advent of information and communications technology, librarianship started evolving, expanding librarianship frontier of knowledge into mainstream information science within the world of information society and globalization. Ordinarily, library and information service profession originated as public service, without much prestige. With the revolution in information and communications technology, knowledge society has been expanded, modified, exemplified, and potential within the information society, characterised by ICT, has changed and enhanced the library and information service profession around the world.

In Africa, there is little empirical research on information consultancy and brokerage, and almost nothing originated from authors in the developing countries despite the upsurge of reasons for involvement in the services provided in the region (Ocholla, 2009). The question is, is there really a market for independent information production in Africa? Available information shows that it has been going on for 15 years in Botswana, with a market for high-quality, value-added research and information services, even though it thrived under growing and contracting economic cycles. As a way of moving librarians out of the library, the American Society for Information Science (ASIS) was itself a major force in the drive to divorce information from the library. To ASIS members, information is not only recorded items of knowledge; it is also the digitized bits of information that could be moved through computers and telephone lines to where it is needed (Levine, 1998: 5).

II. ORIGIN OF INFORMATION BROKERAGE

It is believed that information brokering - the business of buying and selling information as a product - has been around for a long time. It can be traced to the early history of Gutenberg in the middle 1400s, in which church and government prerogative, involving the distribution of "origin works of art," gave way to mass production and the business of book publishing (Levine, 1998). Another school of thought opines: "information brokering as we now think of it as a business opportunity for the individual information professional was begun by the French in 1935. Conversely, followed that the concept came from the Societe Fraicaise de Radiophone, an organisation of professionals who created the notion of supplying information over the phone for a fee."

By contrast, we cannot point to the genesis of information brokering in Africa. Africa has still not tapped significantly into the vast field of information, which is yet to be fully appreciated as a field with enormous social, educational and economic benefits.

III. ENTREPRENEURIAL APPROACH TO INFORMATION BROKERING

Regardless of Africa's approach to information and communications technology in the information age, the business of information brokering is a manifestation

VI. INFORMATION BROKERAGE BUSINESS MODEL

Whether a company sells products or services, or does other businesses, or both, there are many different ways to approach the marketplace and make profit. Business models, of which the brokerage model is one, are used to describe how companies go about this process. They spell out the main ways in which companies make profit by identifying a company's role during commerce and describing how products, information and other important elements are structured. Just as there are many different types of industries and companies, there are also many different kinds of business models. While some are simple, others are very complex. Even within the same industry, companies may rely on business models that are very different from one another, and some companies may use a combination of several different models. As Reyport (2011:8) explains, every e-commerce business is either viable or not viable. They hardly qualify for the paint-by-number prescriptions that business people seem to expect. Business models themselves do not offer solutions; rather, how each business is run determines its success. So the success of e-commerce business will hinge largely on the art of management even as it is enabled by the science of technology.

Lack of basic infrastructure can mar this good model. African countries are yet to make a breakthrough in the provision of a sustainable environment for this type of project.

VII. SKILLS NEEDED TO SUCCESSFULLY OPERATE THIS BUSINESS

These include expertise in researching and accessing public, and in some cases private, information over the Internet through traditional sources such as libraries, microfiche archives, and so on. To update a Website, an individual requires basic Web publishing skills. Communication skills should be concise and descriptive.

VIII. COST TO START THIS BUSINESS

Starting this business will require the design, development and hosting of a Web site as well as having a computer, appropriate software and a printer. The approximate start-up cost ranges between \$3,000 and \$7,500 in advanced countries. The average cost for a would-be Nigerian business man going into information brokerage would be double this amount.

IX. NUMBER OF EMPLOYEES NEEDED

An experienced and competent individual with superior online researching skills and resources can start this business single-handedly.

X. INTERNATIONAL POTENTIAL

The international potential of this business is unlimited. There is no telling where a client may reside. If you have access to the information they seek, you can e-mail it to them, and this makes the borders of your business purely virtual and governed solely by language.

XI. IMPORTANT BUSINESS ISSUES TO BE ADDRESSED

The information brokerage business sometimes infringes on the privacy of others, and whenever this happens there are legal implications. Before entering the business, one should research the liability and risk factors. Sometimes, there are tight deadlines to be met. Somebody has to ensure he/she has done additional research they can resort to in order to provide adequate professional service. Moreover, pricing should be clearly outlined on the company's site. Various services are defined by the nature of information the client is searching for. The costs should be competitive and reflective of the amount of time it takes to conduct each search.

XII. EXPECTATIONS OF LIBRARIANS IN THE 21ST CENTURY

Beyond information consultancy or brokering, librarians at this stage of Internet usage and database, should be readily available. Even as the smallest libraries become connected, librarians must also hone their skills in order to determine what can financially be offered in the library. A great development in getting more out of the purchasing power of the library dollar has been the creation of library consortia (Stanley, 2003:134). When considering entrepreneurship in the field of information brokerage, the future of librarianship can be simply summed up: competition. Librarians must learn to focus on self-promotion and review resource allocation in an increasingly competitive field (Bynog, 2003:137). According to Parker-Gibson (2003: 161), an information professional "should be at least a little interested in everything, should read a little, often in professional literature and in other areas, and should be aware of the world around him or her, even as the world becomes more complex."

XIII. AFRICA'S PERSPECTIVE ON INFORMATION BROKERAGE

According to Ocholla, (2009), documented empirical research on information consultancy and brokerage shows almost nothing originated from authors in developing countries despite the upsurge of reasons for involvement in the services provided in the region. Today's information seeker is preoccupied with

too many projects, and wants information as fast as possible. He does not have the time to spend long hours in the library looking through huge piles of obsolete books and journals. Ifidon (2004, cited in Igbeka, 2008) argues further that the problem of finance for the maintenance of the library and its services brings into play the idea of fee-based library services. This is often referred to as in-house brokerage. Fee-based library services are services which libraries provide to primary and secondary users either for profit or on cost-recovery basis.

XIV. LIBRARY AND BUSINESS

The type of business idea within librarianship is about selling information. Branson (2011) says that it is not only about having an idea but also making sure that it sells or works. With the business of information brokering, it is necessary to identify which areas of librarianship should be commercialised or turned around for entrepreneurship. Aguolu & Aguolu (2002) categorically state six fundamental roles of libraries: knowledge conservation, information, education, research, culture and entertainment. Put together, these form the bedrock of duties and functions of library and information professionals. In other words, these are the basis of information professionalism. Today, there are academic librarianship, school librarianship, media librarianship, law librarianship, and corporate librarianship. The following fall into information brokering:

1. Gathering competitive intelligence in various sectors such as pharmaceutical, financial, telecom, communication and energy.
2. Searching patents and trademarks;
3. Creating databases for organisations;
4. Preparing research reports in response to staff requests for specific information;
5. Verifying facts for external and internal reports and duplications;
6. Identifying research done at other organisations to avoid unnecessary duplication;
7. Evaluating and comparing information software and sources of data prior to purchase;
8. training other staff to efficiently and cost effectively use databases (Igbeka, 2008);
9. research, analysis, information services, information management and consulting services (Ocholla, 2009);

The front runners in this type of business in Nigeria are not many, and where they exist they are still referred to as librarians. The British Council in Nigeria sells information in its domain to the public in Nigeria. It is membership-oriented. Photocopies of materials are charged and paid for. Referrals are the only free take-away materials. According to a study carried out by Ocholla (2009), "the analysis of data and the subsequent results revealed that, while Botswana has

information consultants and brokers, there is a need for their services in management mainly but also in information technology, information systems and informal training". There is no doubt that information brokering is an emerging profession in Nigeria and other African countries.

Where library and information services are free, most especially within academic, public and national domains, library users are not patronising them as expected, apart from paying for registration or ISSN /ISBN numbers obtained from the National Library. Students go to library just to read. The apathy from clients is due to a number of factors. The question of introducing an entrepreneurial approach may be discouraging. Another angle to it is that many people do not mind paying for those services if good services or products are offered them.

XV. THE NATURE OF INFORMATION BROKERAGE

Information brokering as a profession probably has its roots in the 1960s, when a few individuals and library organisations realized that the computer and the photocopier, harbingers of the significant role to be played by technology in the information revolution, would have an impact on information retrieval. The ability to deliver documents, copies of published articles, and similar material to the academic, business and professional communities, on demand, presented an opportunity to those with enough foresight and entrepreneurial spirit to turn the need into business.

As a result, information brokers provide their clients with information for a fee. They provide research and other information services. In Nigeria, according to Igbeka (2008), their job cannot be specifically defined since they perform different functions. According to the view expressed by Ruge & Glossberner (1997, cited in Igbeka, 2008), because information is such a nebulous commodity, those seeking it will have a wide variety of information needs. It will, therefore, not be possible for information brokers to do the same thing or perform the same types of jobs. Consequently, no two information brokers' jobs are exactly alike (Ruge & Glossberner, 1997).

The role of librarians and information professionals in information brokering, with regards to the nature of their job and the ability to search for information especially on the Internet, has led to the foray into illegal businesses like peddling confidential information such as credit card records, purchasing information, unpublished phone numbers and phone records, and selling information to private investigators, amongst other vices. Consequently, Frantz (1999, cited in Igbeka, 2008) states: "Even at this early stage the case provides an unusually rich window into the secretive world of information brokers, a new breed of

investigators who move into a multi-million-dollar industry by trafficking in confidential information obtained through lies and access to the latest public and private computer databases." It therefore means that for information brokers, there should be a code of conduct/ethics before they can practice. According to Igbeka (2008), the following are some of the work information brokers are doing in Nigeria:

- Indexing;
- Abstracting;
- Retrospective conversation;
- Cataloguing and Classification (Contract cataloguing);
- Literature reviews;
- Online literature search;
- Print searches for users;
- Owning a library or bookshop with the cooperation of nearby libraries in the area of interlibrary loan;
- Packaging information;
- Editing and publishing;
- Developing hyper media –products;
- Translation;
- Marketing management of library;
- Organisation of seminars, conferences, and workshops;
- Presentations (e.g. Microsoft Power Point);
- Creating databases and website design.

XVI. AVAILABILITY OF MARKET FOR INFORMATION BROKERAGE

Nearly all of the areas of librarianship are practicable in Nigeria. This is because there is hardly any research project that does not require information. It may be the case that the information broker will not be able to find the exact answer to a client's questions: for instance, there is nobody that knows the exact value of all the personal property of Nigerian residents and yet this is an area worthy of research. However, a good researcher will often find enough information to deduce or extrapolate an answer. In line with the example just mentioned, there should be useful statistics that can be accessed from insurance associations and from the Federal Office of Statistics to enable the client to make an educated guess.

It can be gathered from the above that clients for the information practitioner can be found among:

- Information-hungry professionals, such as speech-writers, competitive intelligence professionals, marketing directors and product managers;
- Organisations that do not have an in-house library but need professional research support;
- Librarians who need to outsource some of their research;
- People with more money than time and a specific research need

In order to successfully carry out the above task, one requires a good qualification and personality. There are some qualities expected from information brokers. Apart from being intelligent, a good education and skills in all key areas, experience and training are also required. Warnken (1981) cited in Levine (1998) on how to start and operate information fee-based service, provides a list of specific services to be performed by information brokers and fee-based information centres, which are mainly information gathering and processing. Ocholla (2009) suggests that in addition to research skills, one must know how to run a business: that is, marketing oneself, developing and implementing a business and marketing plan; handling the day-to-day operations of a small business, including invoicing, accounts payable and cash flow, continuous upgrading of information skills through professional development and managing clients. There is the need to have good communication skills, since one will be talking face-to-face with clients, over the telephone, by email, and writing analyses and seminar reports.

Afolabi (1998, cited in Igbeka, 2008) identifies the information-related careers that library and information science graduates could start and build with specific reference to the African situation. Branson (2011) had said that one would have to consider a lot of things before thinking about starting a business.

XVII. BENEFITS OF INFORMATION BROKERING TO AN ENTREPRENEUR

The recent pronouncement by the federal government of Nigeria to include entrepreneurship in the new curriculum of Nigerian tertiary institutions might serve as a good ground for the take-off of information brokerage. What is required is an enabling environment coupled with the awareness that library and information services as a profession is becoming one of the fastest growing and viable ventures in this age of information telecommunications technology.

There is an international association of information brokers - Association of Independent Information Professionals - with over 700 people who either own businesses or are interested in doing so (Ocholla, 2009). This can be replicated in Nigeria. Membership attracts fees, and the benefits cut across. For information professionals in Nigeria, benefits are in the area of:

- Business opportunities;
- A new focus on info-entrepreneurs;
- Creation of specialised areas;
- Employment in corporate organisations;
- Re-Branding of information profession (different nomenclatures);
- Assisting government in drafting information policy;

Paying for it: the current state of the information broking market

Dominic Broadhurst
Manchester Business School

'Changing your mindset is vital – and in addition being prepared to fundamentally change the way in which you operate.'

Abstract

This article attempts to set the scene for the current state of the information broking industry and provide some prognosis for its future. There is no doubt that the nature of information broking has undergone considerable change in recent years. Much of the market for traditional intermediary services has vanished and the author provides an analysis of the supply of company information to highlight these changes. The impact of the Internet on the industry is assessed and two contrasting case studies of players within the sector are also provided in a commentary on the current state of the industry. Thoughts on how the future will look are also offered, with the conclusion reached that, to prosper, information brokers must adapt, innovate and be totally intuitive to the client's needs.

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