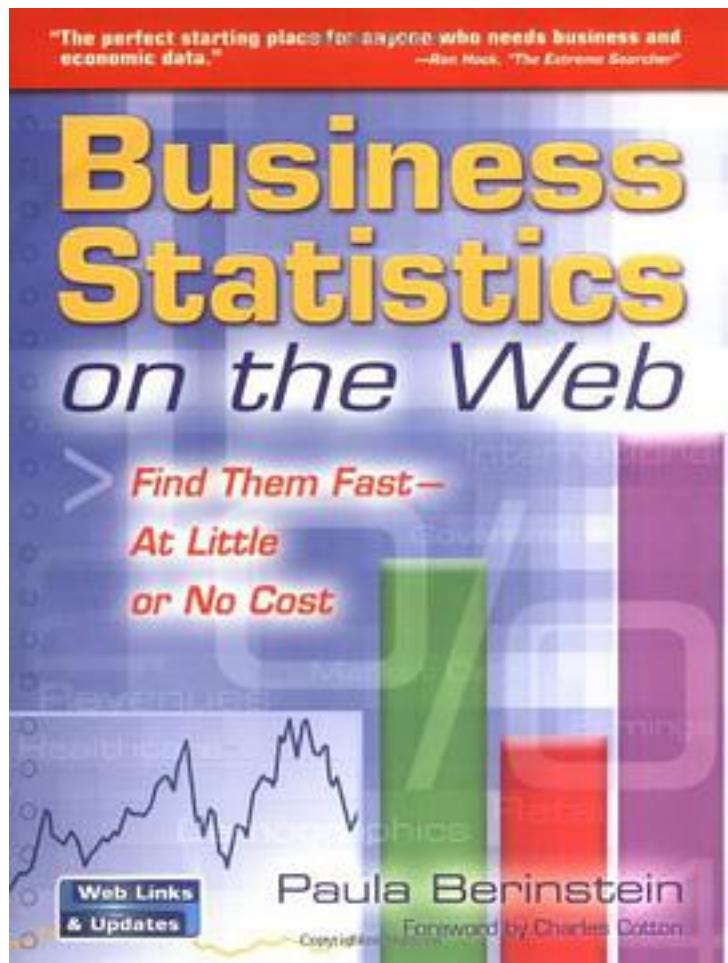


Business Statistics on the Web



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How to find free and low-cost business statistics quickly and easily Statistics are a critical component of business and marketing plans, press releases, surveys, economic

analyses, presentations, proposals, and more--yet good statistics are notoriously hard to find. This practical guide shows researchers how to tap the Internet for statistics about companies, markets, and industries; how to organize and present statistics; and how to evaluate them for reliability. Organized by topic and by country/region, this helpful reference shows Internet researchers how to zero in on desired information and to evaluate statistics found on the web. Also included are dozens of extended and short case studies describing the ins and outs of searching for specific numbers and maneuvering around obstacles to locating data.

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