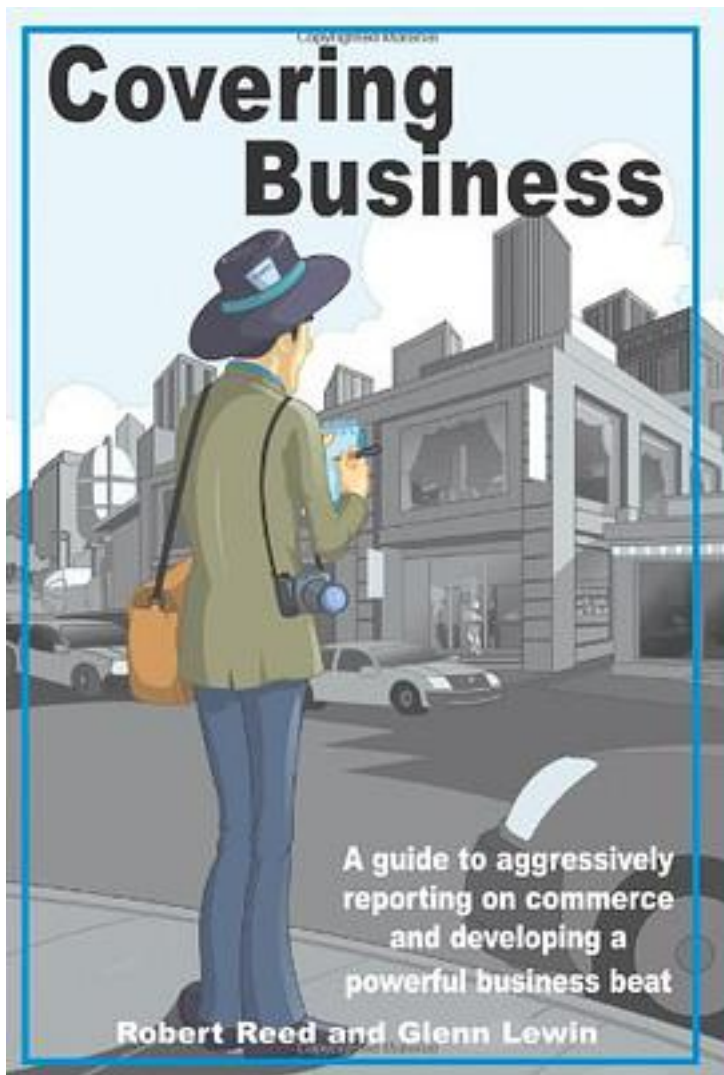


Covering Business



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This guide for journalists teaches how to develop an effective business beat, report on public and private companies, cultivate sources inside and outside a corporation, use business databases and websites, and write business articles that hook readers. "Covering Business" teaches journalists how to develop an effective business beat. It shows how to report on public and private companies, cultivate sources inside and outside a corporation, use business databases and websites, and write business articles that hook readers.

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