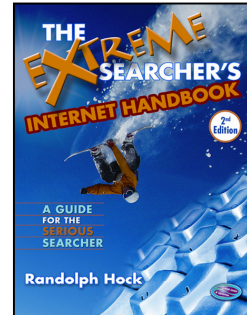# NEWS RELEASE

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SAVOR THE EXTRA TASTINESS OF THE INTERNET

New Edition of Randolph Hock's Popular Book, *The Extreme Searcher's Internet Handbook,* is the Essential Guide for the Serious Searcher

January 8, 2007, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication of *The Extreme Searcher's Internet Handbook: A Guide for the Serious Searcher, Second Edition,* by award-winning author Randolph (Ran) Hock.

In this revised and expanded edition of his successful 2004 book, Hock—"The Extreme Searcher"—presents an easy-to-use guide for researchers, librarians, teachers, students, writers, and professionals in any field who rely on the Web as an information source. Hock provides tips and techniques for searching the Internet effectively and encourages readers to explore a range of useful and often overlooked Web information resources.

"I am told that some people don't take the few extra minutes to split their English muffins with a fork," Hock said. "This book is written for those seeking to savor the extra tastiness from the Internet. It will hopefully tempt you to discover what the nooks and crannies have to offer, and how to split the Internet muffin with a fork almost as quickly as you can slice it with a knife."

Writing in the foreword to the book, author and search engine expert Greg R. Notess (*Teaching Web Search Skills*) said, "For those who aspire to become more proficient searchers, this is a treasure trove of tips, techniques, and great resources. Expert searchers use a combination of skill in search techniques along with knowledge of top sources in multiple subject areas. This handbook covers both."

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The Extreme Searcher's Internet Handbook, Second Edition covers a wide range of topics and resources relevant to Web searching, including copyright and fair use, citing Web sources, keeping up-to-date, and how to find information using metasearch engines, shortcuts, mashups, desktop search programs, groups, podcasts, blogs, alerting services, and more. The book features detailed guidance on using leading search engines Google, Yahoo!, Windows Live, and Ask.com, along with more than 60 explanatory figures and tables, a glossary, URL list, and an index. Ran Hock provides regular updates to the book and links to over 250 recommended sites online at "The Extreme Searcher's Web Page."

The book's chapters are:

1. Basics for the Serious Searcher
2. General Web Directories and Portals
3. Specialized Directories
4. Search Engines: The Basics
5. Search Engines: The Specifics
6. Groups, Newsgroups, Forums, and Their Relatives
7. An Internet Reference Shelf
8. Sights and Sounds: Finding Images, Audio,and Video
9. News Resources
10. Finding Products Online
11. Becoming Part of the Internet: Publishing

"The Extreme Searcher," **Randolph (Ran) Hock, PhD,** divides his work time between teaching and writing. Through his company, Online Strategies, he offers customized courses designed to help people learn how to search the Internet effectively. His clients have included corporations, government agencies, nonprofit organizations, schools, universities, and associations in the U.S. and a dozen other countries. In addition to the previous edition of this book, he is the author of *The Extreme Searcher's Guide to Web Search Engines* (1999, 2001), *Yahoo! to the Max* (2005), and *The Traveler's Web: An Extreme Searcher Guide to Travel Resources on the Internet* (2007). He has been a chemistry teacher and a librarian at two universities, and held training and management positions with DIALOG Information Services and Knight-Ridder Information. He lives in Vienna, VA.

The Extreme Searcher's Internet Handbook: A Guide for the Serious Searcher, Second Edition (360 pp/softbound/$24.95/ ISBN: 978-0-910965-76-7) is a CyberAge Book from Information Today, Inc. (ITI) It is available in bookstores through Independent Publishers Group (IPG) and direct from the publisher by calling (800) 300-9868 [outside U.S. call (609) 654-6266]; faxing (609) 654-4309; e-mailing custserv@infotoday.com; or visiting the ITI Web site at www.infotoday.com.

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