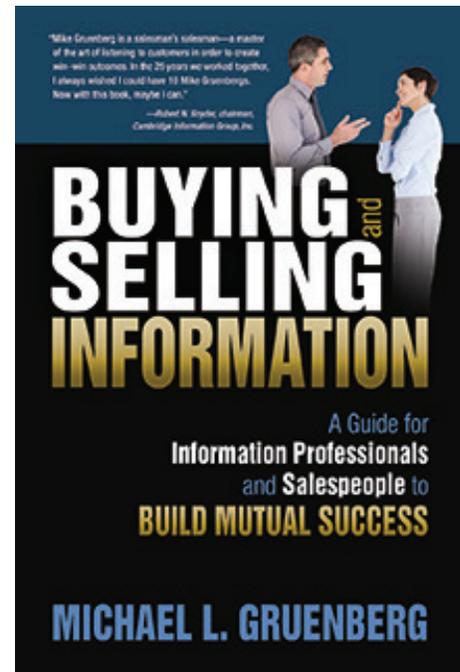


**For Immediate Release**  
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## Buying and Selling Information

**New Book by an Information Industry  
Veteran Offers Win–Win Guidance for  
Librarians Who Buy Expensive Databases  
and the Vendor Reps Who Sell Them**



March 24, 2014, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication, in print and ebook editions, of Michael L. “Mike” Gruenberg’s *Buying and Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success*.

Gruenberg, a veteran of the electronic information field, has aimed to represent both sides of the negotiating table in his guide. The author’s personal stories, insights, and knowledge are geared to helping librarians and salespeople understand what the “other guy” is grappling with in order to achieve the best possible outcome for everyone. He sheds light on the importance of relationships, some harsh realities of the business world, and the “music” of the sales experience.

Thomas H. Hogan Sr., president of ITI, says, “With over 30 years successfully selling information to a variety of libraries, we think Mike’s tips, techniques, and strategies will be welcomed by information and sales professionals.” Hogan adds, “The industry has been waiting a long time for this book, and we’re delighted Mike entrusted us with ‘his baby.’”

“Practical and actionable advice about the relationship between the information/knowledge practitioner and the vendor has long been neglected,” writes Guy St. Clair, president of and knowledge services evangelist for SMR International, in the book’s foreword. “Mike provides practical and actionable advice on these matters. . . . The advice is solid and the storytelling is terrific. . . . The attention [he] gives to the value of change management and the role of leadership in our professional lives is right on target. We need to hear what he has to say.”

Author Gruenberg describes the book as, “the culmination of a dream that started after a sales meeting at a library many years ago. . . . If you gain one fact that makes you better in your professional and maybe even your personal life, then I have fulfilled that dream.”

*Buying and Selling Information* is organized in three major parts featuring these 14 chapters:

1. People Do Business With People,  
*Not* With Companies
2. It Takes Two
3. Making the Most of Trade Shows
4. The Importance of Your Words
5. Preparing for a Sales Meeting
6. Sales = Showtime
7. Time Management: Meet Mr.  
and Ms. Clock
8. What a Typical Sales Meeting  
Looks Like
9. The Importance of Value
10. Breaking Down the Barriers
11. Managing the Decision-Making  
Process
12. Negotiation Skills
13. Terms and Conditions
14. Sales Satisfaction

In addition, the book includes a foreword by Guy St. Clair, the author's Conclusion and Epilogue, and an exhaustive back-of-book index.

### **ADVANCE PRAISE FOR *BUYING AND SELLING INFORMATION***

"The combination of first-hand experience, invaluable tips and tricks of the trade, and a refreshingly readable style make *Buying and Selling Information* a must-read for anyone buying for, selling to, or just working in libraries. It should be part of every MLIS curriculum."

—Tim Rogers, executive director,  
NC Live

"Gruenberg distills the process to its essential elements: two people working together to reach a successful result. ... A must-read for those ready to engage in productive business relationships beneficial to both sides."

—Janice Lachance, CEO,  
Special Libraries Association

### **ABOUT THE AUTHOR**

**Michael L. Gruenberg** is president of Gruenberg Consulting LLC, providing information services companies with sales source analysis, market research, executive coaching, and trade show analysis. A popular information industry speaker and trainer, he has recently begun teaching a workshop on negotiation skills for information professionals. He lives in North Bethesda, MD, with his wife Barbara. *Buying and Selling Information* is his first book.

*Buying and Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success* (224 pp/softbound/\$49.50/ISBN 978-1-57387-478-6) is published by Information Today, Inc. (ITI) and is available wherever quality books and ebooks are sold. For more information, call (800) 300-9868; fax (609) 654-4309; email [custserv@infotoday.com](mailto:custserv@infotoday.com); or visit the ITI website at [infotoday.com](http://infotoday.com).

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