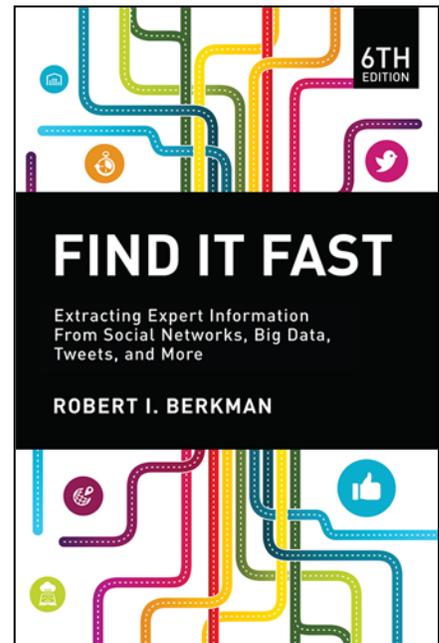


For Immediate Release

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Find It Fast!

The Sixth Edition of Robert I. Berkman’s Guide Offers Strategies, Tips, and Techniques for Using Social Networks, Big Data, and Expert Sources to Find Reliable Information on Almost Any Subject



November 10, 2015, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication of a completely updated sixth edition of *Find It Fast: Extracting Expert Information From Social Networks, Big Data, Tweets, and More*, by Robert I. Berkman.

In *Find It Fast*, author and business research guru Berkman offers authoritative advice on how to locate the best information sources, connect with the experts behind those sources, and combine expert techniques to do fast and effective research on any subject. The fully updated sixth edition goes beyond Google, detailing the use of digital libraries, government and business sources, search engines, Big Data, the so-called wisdom of crowds, and social networks such as Facebook and Twitter for research. Readers will find practical guidance on evaluating information, using precision search strategies, and making the most of traditional research sources such as libraries and subject experts.

“In this era of Big Data, social media, and floods of unreliable information, ‘Googling it’ is not enough,” according to Howard Rheingold, author of numerous books on communications media and the internet. “For those who want to go deeper, to find and validate reliable information, to tap the power of Big Data and social networks, you can take advantage of Berkman’s expertise through his powerful, updated sixth edition of *Find It Fast*.”

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“It’s simple to go on the web and find information. So why would you need a book about doing research? Perhaps if you Google that question you’ll find the answer. Actually . . . no. Googling that question won’t get you a good answer,” says Berkman in the book’s preface. “There are, in fact, still countless queries and information problems for which the answer won’t be found via Google. Or Wikipedia. Or Twitter. And that’s one of the points of this newly revised book on how to find credible information and perform good research.”

“Search engines have seemingly turned everyone into information retrieval experts. Berkman shows us that while we may think we all have search superpowers, the tools themselves may be mere mortals’ kryptonite,” said Stefan Weitz, author of *Search: How the Data Explosion Makes Us Smarter*, and previously the senior director of search at Microsoft. Weitz calls *Find It Fast* “a must read for anyone interested in how to find their way through an increasingly unknowable digital future.”

Organized in three major parts—Sources, Searching, and Experts Are Everywhere—the book features an introduction by the author, 10 topical chapters, two appendixes covering digital forensic tools, and additional information sources, along with more than 40 figures and tables. Throughout the book, Berkman emphasizes practical approaches to finding and validating information on virtually any topic using social media and other online and offline resources.

Robert I. Berkman is a professor, author, and editor who researches and analyzes trends on emerging communication and media technologies and explores their impact on business, education, and culture. He is co-editor of *The Information Advisor’s Guide to Internet Research*, a monthly international journal for business researchers and information professionals; a contributing editor and blogger for *MIT Sloan Management Review’s* Social Business research project; a director and lead analyst at Outsell Inc.; and a country analyst for Euromonitor Inc. His previous books include *The Art of Strategic Listening* (Paramount Press, 2008), *The Skeptical Business Searcher* (Information Today, Inc., 2004), and *Digital Dilemma* (with Chris Shumway; Blackwell, 2003). He lives in Rochester, N.Y.

Find It Fast: Extracting Expert Information from Social Networks, Big Data, Tweets, and More, Sixth Edition (424 pp/softbound/\$24.95/ ISBN 978-1-937290-04-7) is a CyberAge Book from Information Today, Inc. 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; emailing custserv@infotoday.com; or visiting the ITI website at www.infotoday.com.

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