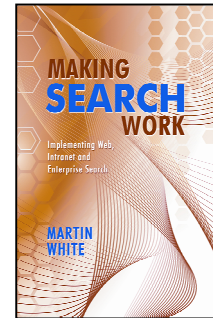# NEWS RELEASE

Information Today, Inc.

IMMEDIATE RELEASE
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Making Search Work

New Book Guides Organizations in the Evaluation and Use of Web, Intranet, and Enterprise Search Applications

May 14, 2007, New York, NY—At the Enterprise Search Summit Conference and Exhibition being held at the Hilton New York, Information Today, Inc. (ITI) announced publication of *Making Search Work: Implementing Web, Intranet and Enterprise Search* by Martin White.

Searching for information across an organization's internal databases and public Web sites has become a business-critical function. Managers, employees, clients, and potential customers depend on the ability to search effectively, yet are often frustrated by the failure of content management systems to deliver the information they need, when they need it. Organizations have embraced software solutions that manage how their digital content is added and revised, but the distributed authorship encouraged by such applications has complicated the research process and created new challenges for tech staff. When search doesn't work as intended, the reaction of a customer or an employee up against a deadline can put the objectives of the organization at risk.

In *Making Search Work*, search guru Martin White provides a thorough and practical discussion of the issues. He explains how search should and can work for an organization, be it on desktop computers, a public Web site, one or many corporate intranets, or at an enterprise search level. He describes search technology in clear, non-technical language and offers expert advice on evaluating and using a range of applications—from high-end systems to affordable plug-and-play software products.

"As a search expert of global repute, Martin White has taken the time and care to condense a complicated topic into an easy read," according to Tony Byrne of CMSWatch.com. "There are a variety of different technical approaches to search in the marketplace, but this book is essential to any search manager."

–more–

Making Search Work includes the following chapters:

1. Search Must Work
2. How Search Works
3. The Search Business
4. Making a Business Case for Search
5. Specifying and Selecting a Search Engine
6. Optimizing Search Performance
7. Search Usability
8. Desktop Search
9. Implementing Web Search
10. Implementing Search for an Intranet
11. Enterprise Search
12. Multilingual Search
13. Future Directions

In addition, the book features a directory of search software vendors, a recommended reading list, a glossary of terms, and both a subject and a company index.

Book Launch and Signing at Enterprise Search Summit
To celebrate the U.S. launch of *Making Search Work,* Martin White will sign copies at Enterprise Search Summit at the Hilton New York on Tuesday, May 15 from 5:30 to 6:30 P.M. The book may be purchased during the signing at a discounted price of $50 while quantities last.

About the Author
Martin White is the Managing Director of Intranet Focus Ltd. He has more than 30 years experience in information management, publishing, and consulting. Prior to setting up Intranet Focus Ltd. in 1999, he held senior management positions with Reed Publishing, International Data Corporation, and Logica. Martin consults on the design and management of intranets and extranets, and the specification, selection, and implementation of content management and search software. He has presented workshops on these subjects in the U.S., Canada, the U.K., Europe, South Africa, and Australia.

For More Information and to Order
Making Search Work: Implementing Web, Intranet and Enterprise Search (200 pp/hardbound/$69.50/ ISBN 978-1-57387-305-5) is published in North America by Information Today, Inc. in cooperation with Facet Publishing (London, U.K.). To order outside N.A. visit www.facetpublishing.co.uk. To order within N.A. call (800) 300-9868; fax (609) 654-4309; e-mail custserv@infotoday.com; or visit the ITI Web site at www.infotoday.com.

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