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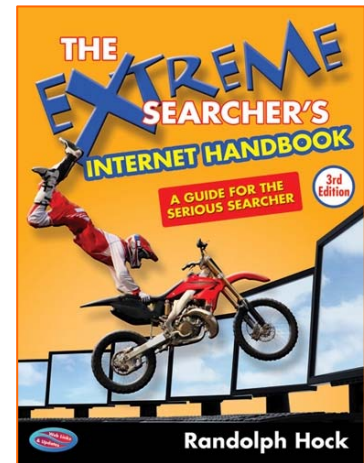
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The Extreme Searcher's Internet Handbook

Now in its Third Edition, Randolph Hock's Guide Remains the Most Popular Print Resource for Web Searchers Who Want to Go "Beyond Google"

January 25, 2010, Medford, NJ—Information Today, Inc. (ITI) announced the publication of *The Extreme Searcher's Internet Handbook: A Guide for the Serious Searcher, Third Edition* by award-winning author and internet trainer Randolph "Ran" Hock.

The revised edition covers strategies and tools for searching all major areas of internet content, emphasizing the effective use of search engines, directories, portals, and social networks. Readers with little to moderate searching experience appreciate the author's clear and helpful style, while seasoned searchers discover new ideas, techniques, and resources.

"This book is written as a guide for researchers, students, writers, librarians, teachers, and others, covering what serious users need to know to take full advantage of internet tools and resources," the author said. "It assumes that you already know the basics, you frequently use the internet, and you know how to use your browser. … my aim is to provide a lot that is new and useful."

The book's chapters are:

1. Basics for the Serious Searcher
2. Directories and Portals
3. Search Engines: The Basics
4. Search Engines: The Specifics
5. Discussion Groups, Forums, Newsgroups, and Their Relatives
6. An Internet Reference Shelf
7. Sights and Sounds: Finding Images, Audio, and Video
8. News Resources
9. Finding Products Online
10. Your Own Place on the Web: Participating and Publishing

"To be really good at searching means keeping up with all the changes," said Marydee Ojala, editor of *ONLINE* Magazine. "No one is better qualified to help you do this than Ran Hock. … His fierce determination to spread his knowledge of search techniques resulted in this book. His understanding of the fluidity of internet research resulted in a third edition."

–more–

The Extreme Searcher's Internet Handbook, Third Edition covers a wide range of topics and resources relevant to web searching, including copyright and fair use, shortcuts, mashups, desktop search programs, podcasts, blogs, metasearch engines, and newsgroups. It provides in-depth guidance on using leading search engines Google, Yahoo!, Bing, and Ask.com, and introduces lesser known tools designed to find information in specific disciplines.

The book also features numerous expert tips, 60-plus explanatory figures and tables, and an extensive glossary of search terminology. As a reader bonus, The Extreme Searcher's Web Page features links to more than 250 recommended resources, author updates, and more.

Praise for *The Extreme Searcher's Internet Handbook*

"[Hock's] clear and useful guide will help anyone interested in going beyond Google, explaining when, why, and how best to use various search tools and other web resources."

—Library Journal

"*The Extreme Searcher's Internet Handbook* is a phenomenal resource for both extreme and not-so-extreme researchers. … This book should be on every searcher's desk."

—Mary Ellen Bates, author *Building & Running a Successful Research Business,* and co-author, *Researching Online for Dummies*

"The author retains his clear writing style, nice glossary, and handy surfing tips. … should be required reading for librarians, online professionals, and anyone else who wants to get the most out of the internet. Recommended."

—CHOICE

About the Author

"The Extreme Searcher," **Randolph (Ran) Hock, Ph.D,** divides his work time between teaching and writing. In addition to two previous editions 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 lives in Vienna, VA.

The Extreme Searcher's Internet Handbook: A Guide for the Serious Searcher, Third Edition (368 pp/softbound/$24.95/ ISBN 978-0-910965-84-2) 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 website at www.infotoday.com.

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