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E-News From Your Personal "Information" Chef

April 2010

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## KNOWLEDGE SHARING IS THE WAY OF THE NEW ECONOMY

**Every first Thursday of the month**, you can find me at Marc Aurel's Café in Wailuku at 11:30 am enjoying the \$5 Mediterrean Taco Special. I take one hour out of the month to help business owners and executives **find solutions and strategies** for their challenges by freely offering my expertise in strategic business development and marketing research.

Attendees hear me respond to their concerns and issue with specific information sources and research strategies. They **learn about how I think about research** and leave with knowledge they can apply to solve specific business challenges immediately. Attendees help each other, too.

Sharing knowledge is the way of the "new economy" and a key element to **growing your referral network**. It's not enough to simply offer a product or service, we need to show our expertise and make a difference in the lives of our customers and clients.

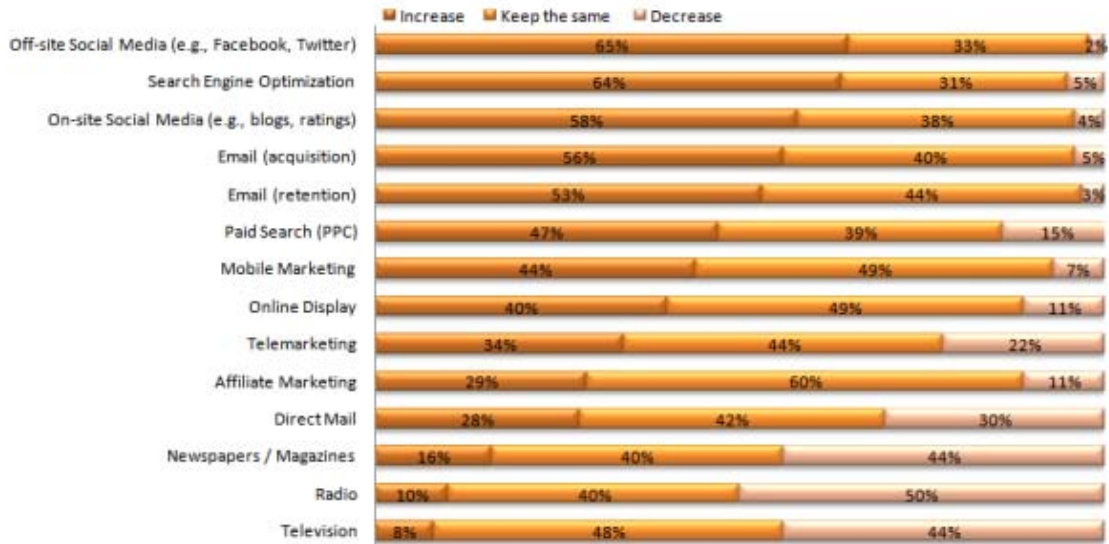
If you are **stumped** on something, please feel free to join me May 6<sup>th</sup> for the next knowledge sharing group. Look for the lady with the pile of papers and books on her table. Mark your calendar.

## SOCIAL MEDIA SEARCH ENGINES DELIVER BUSINESS INTELLIGENCE

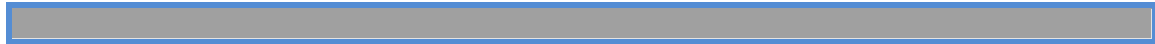
Comments, questions, endorsements, complaints, and all sorts of intelligence can be gleaned from searching the "social web", i.e. blogs, Facebook, LinkedIn, Twitter, images, video, etc. Sites that search multiple network sites at one time are the best way to get all the latest buzz on your favorite topic. My favorites are:

[SocialMention.com](#) and [Addictomatic.com](#). Search your company name and find out what your customers are saying.

## What Marketing Tactics Does Your Company Plan to Spend More or Less on in 2010?



Source: Econsultancy and ExactTarget, Marketing Budgets 2010: Effectiveness, Measurement and Allocation Survey, January 2010, N=265



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