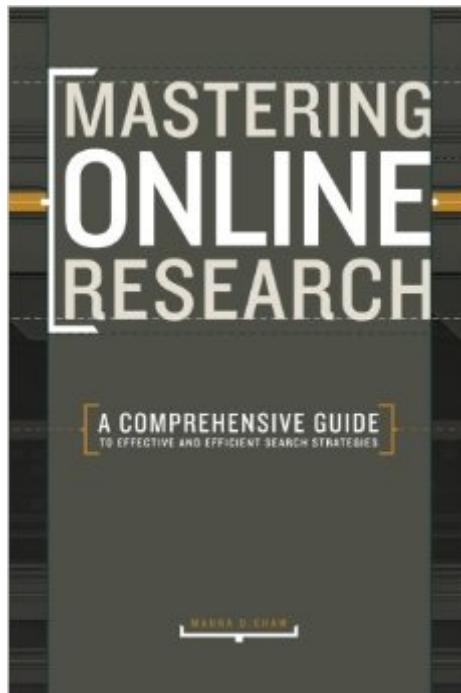


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Mastering Online Research: A Comprehensive Guide To Effective And Efficient Search Strategies



Synopsis

FIND THE INFO YOU'RE AFTER The internet is a valuable research tool for anyone, but finding relevant, accurate information isn't always as easy as the click of a mouse. If you've found yourself at a dead end on the information superhighway, then let experienced researcher Maura Shaw show you the way. Shaw takes you through the techniques and tools you need to find information ranging from historical data to medical information to images and videos. Screen shots of different pages enable you to follow along as Shaw explains the process of finding information. Simple explanations of technical terms and step-by-step instruction help you learn how to:

- Use bookmarks effectively
- Evaluate websites for relevancy, accuracy, and currency
- Use basic and advanced search features, such as Boolean operators
- Locate and access helpful reference websites
- Conduct market research to help with writing and publishing
- Know when you have enough information to stop researching
- Distinguish between types of search engines

With the skills and knowledge found in this comprehensive guide, you'll be able to search the internet with speed and accuracy in no time, so you spend less time digging for information and more time putting it to good use.

Book Information

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Customer Reviews

I am still in the process of reading this book, but I have found so far that it is the best book on the subject of the 4 that I've purchased. I am highlighting and marking pages. I do online research as part of my job, and I've found that other books on this subject haven't told me anything I don't already know. Not true of this book. It's been very helpful.

Effective research is one of the essentials for every writer or would-be writer. In MASTERING ONLINE RESEARCH, you can learn from a master researcher Maura Shaw. Whether you need some basics on using a boolean operator to narrow your search (fully explained in the text) or need to learn advance search techniques, this comprehensive guide will give you the step-by-step insight. It's too easy to neglect the range of possibilities with millions of pages of information online. This up-to-date resource will expand your research skills and help you save time while making effective use of the Internet. I learned a great deal from this book and plan to refer to it often in my own research and writing efforts. I recommend this well-done title.

This book will teach you many essentials to online research, all of which any researcher using the web as a primary tool for information should know. The book teaches the primary fundamentals we should know. What I've found and enjoy using this past year is a new service "Short Task" ([...]) to outsource various types of online research due to its low cost, ease of use and access to a massive workforce.

Good book, does as it says.

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