

International Trade and Commerce

Search Strategies for Intelligence Production

OSS 97

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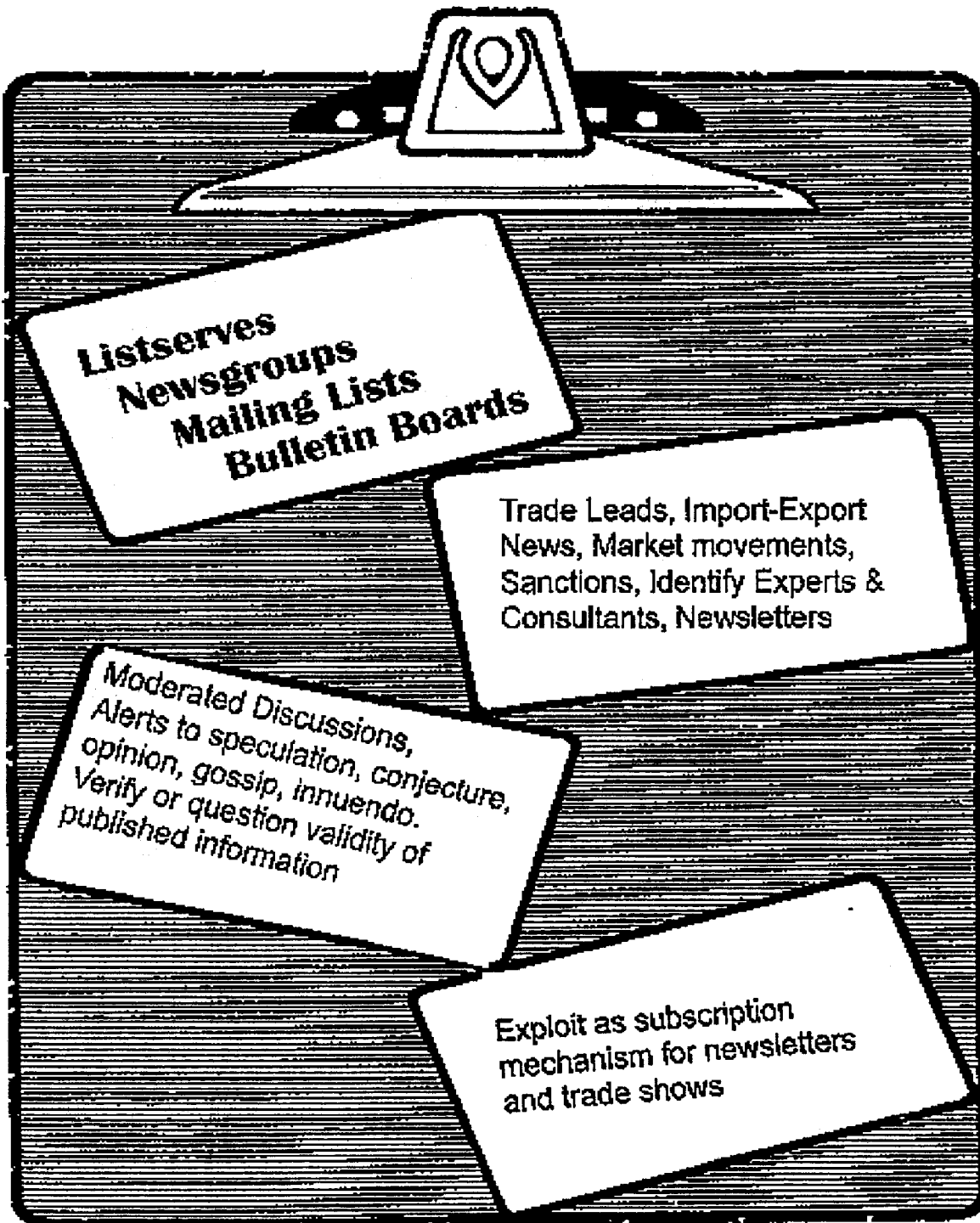
es Times

CLUB: TH311

Newspapers... Newsletters...
TV... Wires... Magazines...
Radio Transcripts... Columnists

- To identify journalists or editors who are experts in-country or in a given field
- To obtain currency for speeches and activities of politicians, economists, trade representatives
- To maintain current data on world financial markets





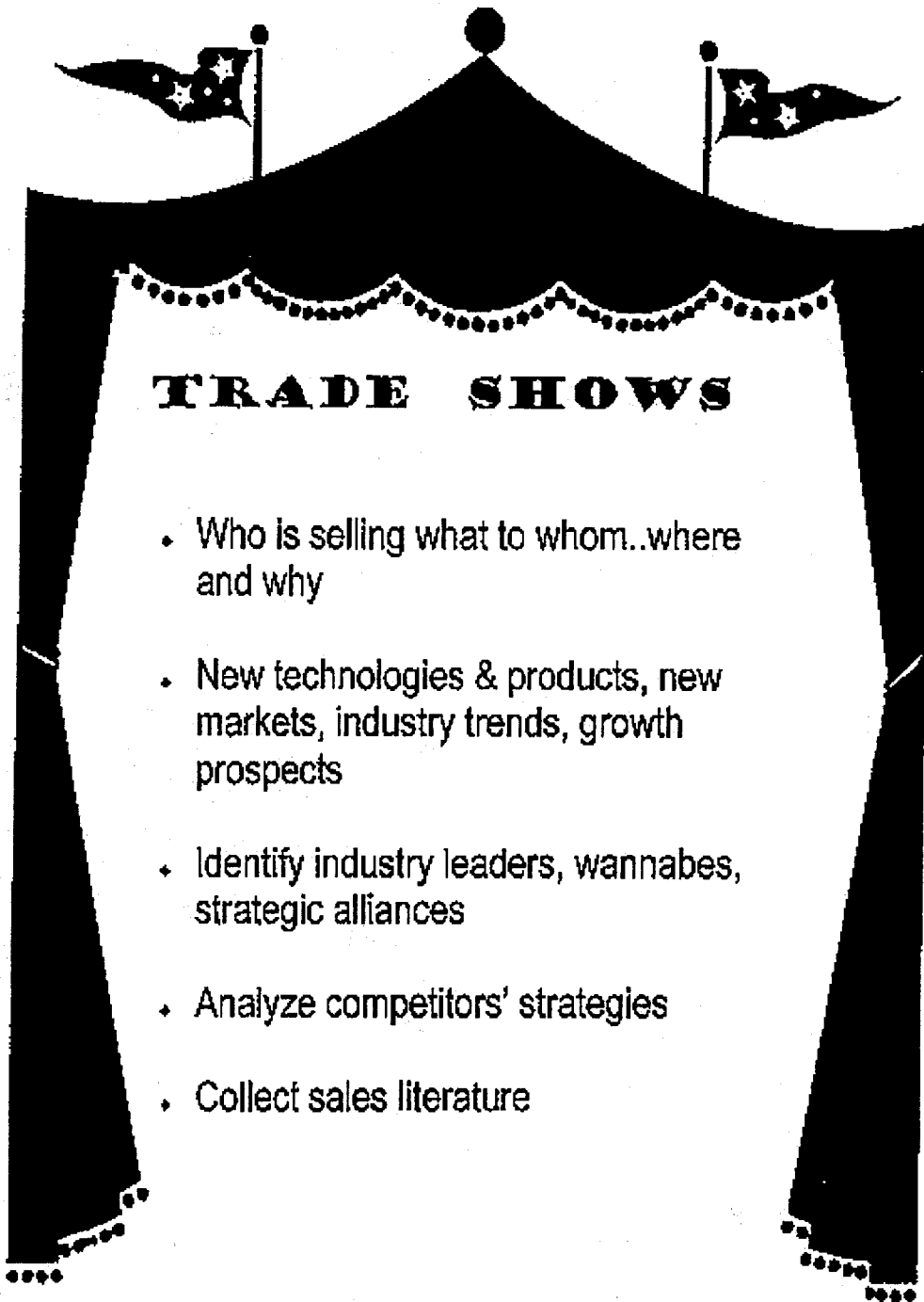
**Listserve
Newsgroups
Mailing Lists
Bulletin Boards**

Trade Leads, Import-Export
News, Market movements,
Sanctions, Identify Experts &
Consultants, Newsletters

Moderated Discussions,
Alerts to speculation, conjecture,
opinion, gossip, innuendo.
Verify or question validity of
published information

Exploit as subscription
mechanism for newsletters
and trade shows





TRADE SHOWS

- Who is selling what to whom..where and why
- New technologies & products, new markets, industry trends, growth prospects
- Identify industry leaders, wannabes, strategic alliances
- Analyze competitors' strategies
- Collect sales literature





BUSINESS DIRECTORIES

TRADE LEADS

- Locate companies
- Corporate affiliations
- Competitor intelligence
- Identify products in play



INTERNET SEARCHING

- To differentiate between search engines and subject guides
- To evaluate materials retrieved
- To be familiar with search engine logic, syntax, relevancy ranking
- To know when to pull the plug on Internet-based



Open Source Intelligence: CONFERENCE Proceedings, 1997 Volume IV 6th International Conference & Exhibit Global Security & Global - Link Page

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