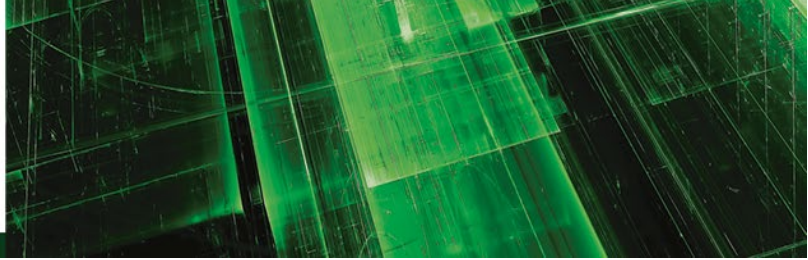


SEVENTH EDITION

Reference and Information Services

AN INTRODUCTION

Melissa A. Wong and Laura Saunders, Editors



Chapter 22: Business Sources

Celia Ross

Review Questions

1. What are some questions specific to a business reference interview discussed in this chapter? Why using the question “who cares?” part of a business reference interview process? How does this strengthen your understanding?
2. Strategies for finding specific business, financial, and industry information are discussed in this chapter. What are some of the strongest resources used to locate this type of information?

Strengthen Your Understanding

To strengthen your understanding of this chapter, be sure to complete the activity in Box 22.2 Putting Categories to Use on page 584 and review the search strategies discussed in Box 22.1 Categorizing Business Reference Questions on page 584, Box 22.3 Asking “Who Cares?” and Looking for Information about Nike’s Target Market on page 586, Box 22.4 Finding a Historical Stock Price on page 593, and Box 22.6 Putting it All Together on page 603.