PART II
Services: Marketing, New Media, Writing, Consulting and Information Management
by Crystal Sharp, Guest Editor

Adding Value: Independent Information Professionals

“It is a very sad thing that nowadays there is so little useless information,” quipped Oscar Wilde in 1894. He did not know the half of it.

–The Economist, All Too Much, Feb 25th, 2010

Many IIPs leverage their information skills to help clients use information resources to their best advantage. Marge King discusses strategies to help non-profit organizations pursue funding opportunities. Marjorie Desgrosseilliers presents the experience of six IIPs in enhancing the marketing productivity of their clients. Ulla de Stricker, a knowledge management consultant, describes the value proposition for clients in engaging consultants. Karen Blakeman and Scott Brown discuss social media as tools for marketing and branding and show why it is essential to integrate social media into a business’s research and reputation management strategy. Sarah Hager Johnston, whose clients are in the insurance and risk management field, discusses several key components in clarifying the reference question when developing a research proposal. Deb Hunt’s article shows how IIPs can help clients generate value from their knowledge assets by improving enterprise knowledge management practices.

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