

Business & Market Research on the Web

Learn to use the Internet to stay competitive in today's business world. In this interactive workshop you will gain skills to do business and market research on the web. You will learn to search the web efficiently to find out more about your industry and competitors as well Identify important websites and resources

- Use search engines efficiently
- Use key word searches
- Develop appropriate key words to help others find your organization

Who Should Attend

Staff at all levels of an organization