

Business Library - Build Information Infrastructure of CI  
商业图书馆 - 构建竞争情报的信息基础

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# Content 内容

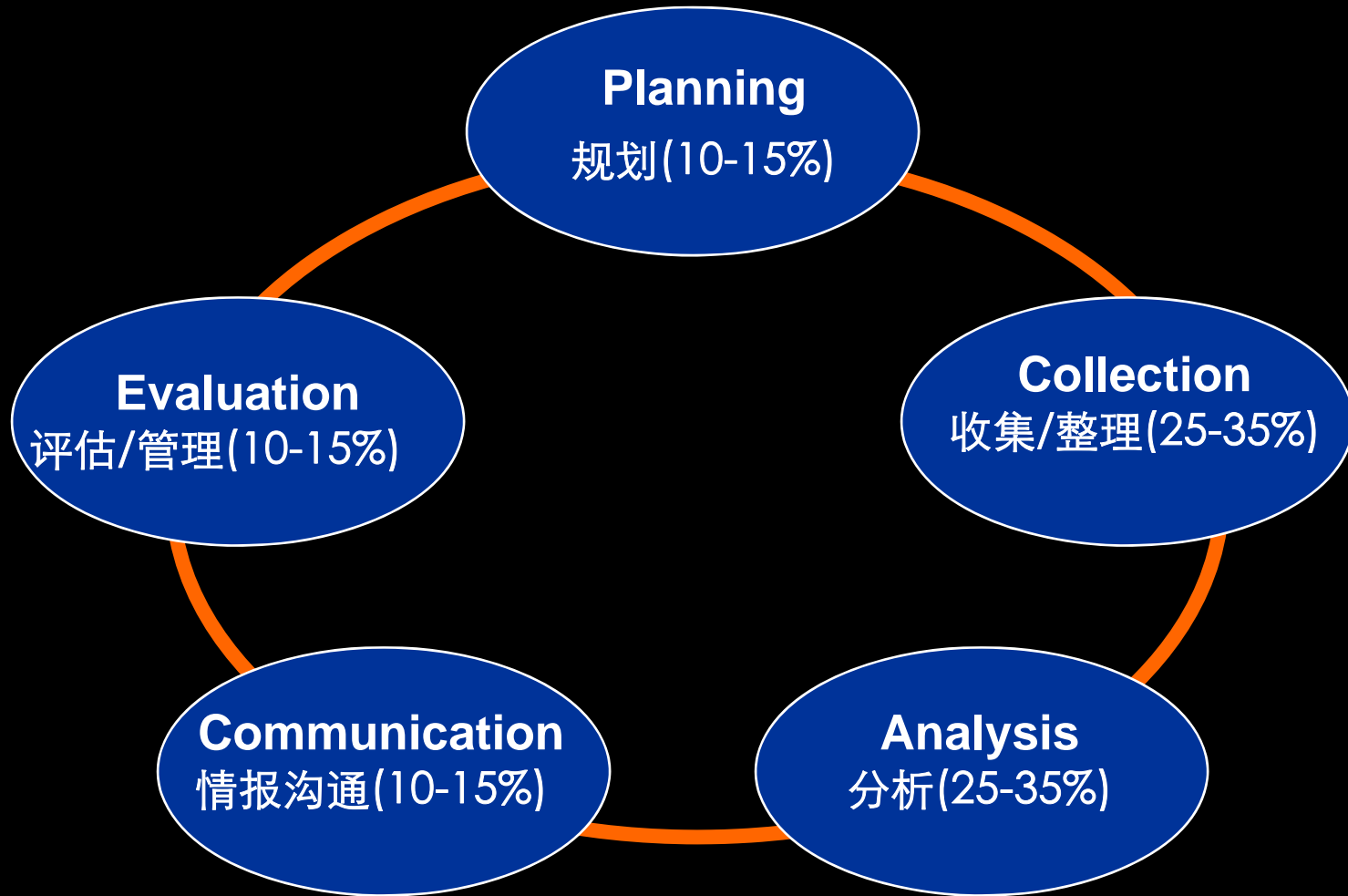
- Raise of Issue 问题的提出
- Benchmarking 对标
- Suggestions 建议

# The Development of Competitive Intelligence

## 竞争情报在中国的发展

- China's Accession of WTO 中国加入WTO
- More competition in domestic market 国内竞争加剧
- More local companies went abroad 更多国内企业走出国门
- CI being used as a weapon for competition 竞争情报被用作竞争的武器
- CI becomes fourth essential factor after following talents, funds, and technology for enterprise survival and development 竞争情报成为继人才、资金和技术后企业生存发展第四要素

# Intelligence Cycle 情报循环图



# Business Information Related to CI

## 企业竞争情报所需的商业信息

- Macro information 宏观信息
  - Economic forecast, GDP and its growth rate, income per capita, CPI changes, policies and regulations, etc.
- Industry/market information 行业市场信息
  - Production volume, sales value, market capacity, market share, import and export, upstream/downstream products, etc.
- Player/competitor information 参与者信息
  - Profile, history, and top-level managers, financial status, product lines, production capacity, etc.

## Issues for Enterprises in the Business Information Collection 商业信息收集中的问题

- Purchase cost of information resources are too high to afford by enterprises, especially for SMEs. 信息源购买费用过高企业难以承受
- Most of intelligence professionals in enterprises lack of knowledge on business 企业情报人员缺乏商业背景
- External resources can't meet outsourcing need of enterprises 目前的外部资源难以满足企业外求的需要

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- **Benchmarking** 对标
- Suggestions 建议

# **Benchmarking Business Libraries and the Likes Overseas 对标海外商业图书馆及类似机构**

- **SIBL Research Library under New York Public Library** 纽约公共图书馆所属SIBL研究图书馆
- **Business Library under JETRO** 日本贸易振兴机构所属商业图书馆
- **Business InfoCentre under Hong Kong TDC** 香港贸发局所属商业信息中心

# Science Industry Business Library

Science, Industry  
and Business

Services

Research Collections

Circulating Collection

NY Small Business  
Resource Center

Science and Technology

Research Guides

About the Library

## QUICK LINKS

- CATNYP Catalog - Research
- LEO Catalog - Checkout
- eNYPL Books, Audio, Music
- Video and Audio of library events
- "The SIBL Experience" Video
- Databases at SIBL
- Photo Services & Permissions

**SIBL** Science Industry Business Library

188 Madison Avenue  
New York, NY 10016  
(212) 592-7000

[E-mail Reference](#)  
[Hours](#) and [Directions](#)

## Explore Collections, Services and Resources

### Research Guides

Acoustical Engineering...

GO



#### Research Collections

Scope of research collections in business and industry, government and science



#### Services

Information services, space rentals, laptop docking, business counseling, call ahead



#### New York Small Business Resource Center

Find organizations that help small businesses, events calendar, business plans, videos



#### Business Leads?

Download lists of companies & executives free! We'll show you how.



**Also at SIBL-** Find industry surveys, market research, and attend free classes and seminars

## Search a Trademark or Patent

TAKE A CLASS  
I FARM MORE

## New & Noteworthy

- This Week at SIBL!
- New EXHIBIT- Celebrate 40 years of Advertising History at SIBL! (pdf)
- The Real Men and Women of Madison Avenue- Resource Guide (pdf)
- New! Small group meeting rooms available at no charge
- Information for your business
- New York City's Bridges: Construction and Maintenance (pdf)
- Wireless now available in the Salomon Reading Room (lower level) (pdf)
- Conference room rentals

# Collections of SIBL 收藏

- Clothing & textiles
- Construction,
- Company information
- Financial services
- Government
- Industry directories
- International statistics
- Yearbooks
- International trade
- Market research
- State and federal legal documents
- Patents & trademarks,
- Science & technology,
- Small business and
- World business directories.

# Features of SIBL Website 网站的主要内容

- Services Directory 服务目录
  - Organizations that provide services to both established small businesses and start-ups.
- Business Owner' s Manual 企业主手册
  - A guide to starting and running a small business in New York.
- Events 事件日程表
  - A [calendar](#) of metro area small business seminars, training sessions and meetings.
- Videos 视频
  - Small business seminars videotaped for web presentation, viewable at any time.
- Forum (在线) 论坛
  - Online forums in small business topics, moderated by business experts.
- Ask a Question 问题解答
  - E-mail reference service on small business.

# JETRO Business Library

## 日本貿易振興機構商業圖書館



Japan External Trade Organization

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Google™ Custom Search

search



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### ▸ Business Library

#### ▸ [Book Search\(OPAC\)](#)

#### ▸ User's Guide

- [Open Hours & Days](#)
- [Access Map\(Tokyo\)](#)
- [Access Map\(Osaka\)](#)

## JETRO Business Library (Tokyo/Osaka)



Located in JETRO Tokyo and Osaka headquarter offices, the JETRO Business Library boasts a wide selection of materials and resources devoted to international trade, business and investment, including numerous Japanese and foreign books, newspapers and magazines. Library users can also access commercial online databases, company directories and CD-ROMs containing recent trade and economic data.

Within the Tokyo Business Library, the IDE operates an IDE Satellite Library office, which allows visitors to make queries about IDE Library materials, reference works on developing-country issues and arrange for in-office use of IDE Library materials and documents.

▶ [Tariff in the World](#)

Print

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# Business InfoCenter of HKTDC

## 香港貿促会的商业信息中心

[About InfoCentre](#)[Contact Us](#)[FAQ](#)[Virtual Tour](#)[On-Line Catalogue](#)[English](#) | [繁體](#) | [简体](#)

### Business InfoCentre

#### 商貿資訊中心

Hong Kong Convention & Exhibition  
Centre, 1 Expo Drive, Wanchai, H.K.

Monday - Friday : 10:00 am - 7:00 pm

Saturday : 10:00 am - 5:00 pm

Sundays and Public holidays closed

The HKCEC's Hall 1 Concourse (the pedestrian walkway between Phase 1 and Phase 2) will be temporarily closed for renovation from 10:00 am on 10/10/2008 to 11:59 pm on 11/10/2008.

#### Facilities / Services

- \* [On-Line Catalogue](#)
- \* [Electronic Data Centre](#)
- \* [China Trade & Investment Resource Centre](#)
- \* [Multimedia Collection](#)
- \* [Business Facilities](#)
- \* [Enquiries & General Assistance](#)
- \* [InfoCentre Tour / Electronic Database Demo](#)
- \* [New Books Display](#)
- \* [HKTDC Bookshop](#)

#### Electronic Databases

- \* [Business Directories](#)
- \* [Exhibitions / Tradeshows / Events](#)
- \* [Company Financial Information](#)
- \* [Industry & Market Intelligence](#)
- \* [Country Commercial Guides / Reports](#)
- \* [Statistics](#)
- \* [E-Journals](#)

#### Special Collections

- \* [China Trade & Investment Resources](#)
- \* [Directories & References](#)
- \* [SME Collection](#)
- \* [Hong Kong Collection](#)
- \* [Country / Region Collection](#)
- \* [Product & Service Industries Collection](#)
- \* [Clippings Collection](#)
- \* [Statistics](#)
- \* [Creative Industries Collection](#)
- \* [Periodicals & Newspapers](#)
- \* [HKTDC Publications](#)
- \* [Multimedia Collection](#)
- \* [SME Business Development Corner](#)
- \* [Photo Collection](#)

#### Digital Library

- \* [E-Books](#)
- \* [E-Journals](#)
- \* [E-databases](#)
- \* [E-Reference](#)
- \* [E-reference on Technology Industries](#)

new

#### What's New

- \* [HKCEC's Special Arrangement](#) new
- \* [New Reference Books \(Oct\)](#) new
- \* [Workshop on "Increase Revenue through e-marketing" \(11 Oct 2008\)](#) new
- \* [Book Sharing](#)

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# Target Readers for Business Library

## 商业图书馆的目标用户

- Business people 商业人士
  - Strategic planning, marketing or competitive intelligence
- Professionals 专业人士
  - Market research firm, business consulting firms, advertising planning companies
- Researchers 研究人员
  - Economic and trade activities or related academic researches/institutes.

# Collection for Business Library 收藏

- Government publications (five-year plan, investment guides, etc.) 政府出版物
- Various yearbooks 各类年鉴
  - International Statistical Yearbook, the China Statistical Yearbook, the provincial statistical yearbook, industry yearbook, etc.
- Industry/market reports 行业市场报告
- Business newspapers and periodicals 商业报刊
- Commercial databases 商用数据库
- Customs duties/import & export data, 海关税则/进出口数据
- Standards/patents 标准 专利
- Business directories and 商业名录
- Market price data, etc 市场价格数据等

# Knowledge Required for BL Staffs

(Besides library/information expertise the ordinary library staff should have)

- **Business**
  - marketing theory, strategic management and market research
- **Industry knowledge**
  - Either telecommunications, or finance, or pharmaceutical, or automotive, or fast moving consumer or ...
- **Communication skills**

# Other Suggestions 其他建议

- Build up close relationship with government departments and social entities to collect data, analysis articles, research reports, news bulletins and so on and finally becoming a hub for business information. 与政府部门和社会机构建立紧密联系
  - Ministry of Commerce, Ministry of Industry and Information Technology, the State Commission of Development and Reform
  - industrial associations, consulting institutes, investment banks and various information centers,
- At the beginning of establishment, business library can be affiliated to a provincial or municipal level public library physically and in personnel management. But as for collection and staffing, the specific requirements of business library must be met and a clear service positioning must be given. 先期可附属在省市级公共图书馆下
- In addition to providing information and advisory services, business libraries can extend their service chain to further process information to meet the demands of different levels of clients/readers. 可生产市场简报、行业报告等情报产品
  - industry/market newsflashes, or industry/market research reports so as

THANKS