



## this month, by practice area:

find

Time-saving tips for finding UK government information online

use

Use information effectively to keep your own business on track

manage

Green initiatives save energy, reduce waste and are key to long-term business success

share

Common sense tips on protecting your online identity



**Plus:** Editorial commentary, FUMSI Focus, and more

# disclaimer

FUMSI Magazine (ISSN 1756-5405) is published by Free Pint Limited, registered in England and Wales. Registered Number: 3754418. Registered Office: Delaport Coach House, Lamer Lane, Wheathampstead, Herts, AL4 8RQ

The opinions, advice, products, images and graphics offered herein are the sole responsibility of the contributors. Whilst all reasonable care has been taken to ensure the accuracy of the publication, the publishers cannot accept responsibility for any errors or omissions.

This publication MAY NOT be copied and/or distributed without the prior written agreement of the publishers. Product names used in FUMSI are for identification purposes only, and may be trademarks of their respective owners. Free Pint Limited disclaims any and all rights in those marks. All rights reserved.

The FUMSI Magazine is published 12 times per year; new content is added to the online FUMSI article database regularly. Database articles are free to browse and read and may be forwarded to colleagues, saved or printed.

## Contact Information

FreePint Limited  
4-6 Station Approach, Ashford,  
Middlesex, TW15 2QN, United Kingdom  
e: [support@fumsi.com](mailto:support@fumsi.com)  
w: <http://www.fumsi.com>  
t: 0870 141 7474  
i: +44 870 141 7474

For information about subscription options, please visit  
<http://www.fumsi.com/how/join>

For information about sponsorship opportunities, please visit  
<http://www.onopoly.com/sponsor/fumsi> or contact:

**Robin Neidorf**  
General Manager, Free Pint Limited  
[robin.neidorf@freepint.com](mailto:robin.neidorf@freepint.com)

## Publisher's Note

To improve the usability of FUMSI, we have shortened many long URLs with DigBig, a free utility that creates persistent links (<http://www.digbig.com>). When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.

## Introducing FUMSI

### Upcoming Themes

[provisional]

#### Find

- Prospect Research
- Due Diligence Research
- Grey Literature on the Web

#### Use

- Introduction to Widgets
- Latest Data Visualisation Tools
- Mashups for Every Business

#### Manage

- Federated Search for Your Organisation
- Ethical Acquisitions
- What You Need to Know About Online Copyright
- Digitising Your Collection

#### Share

- Case Studies in Social Media for Business
- Just-In-Time Learning
- Business Blog: Make Your Investment Worthwhile
- Successful Meetings in Virtual World

### FUMSI Magazine

- **Information on People:** Finding people, do's and don'ts for using personal information, CRM, communicating with diverse groups
- **Web 2.0 and Your Work:** Practical views on next-generation approaches to Find, Use, Manage and Share work

*"I love the FUMSI moniker ...  
it both encompasses and  
transcends my entire career!"*

### FUMSI: For Those Who Know Info ...

Information has never been more important for business success. Every worker has an information role to play, and organisations must support their constant improvement of information skills in order to compete.

FUMSI addresses these needs by providing practical, useful resources to help workers Find, Use, Manage and Share Information – individually and in effective collaborative teams.

### FUMSI Offers ...

- **Monthly FUMSI Magazine:** User-submitted articles and tips in each of the four practice areas, pulled together with editorial insight from FUMSI Contributing Editors
- **FUMSI Folios:** Compilation of contributions for each practice area over a four-month period, along with additional resources and editorial comment (one for each practice area, three times per year)
- **FUMSI Reports and Tool Kits:** Hands-on PDF workbooks and resources for improving information skills and completing information-related projects
- **FUMSI Article Database:** Online collection of FUMSI articles, searchable by practice area and/or keyword.





### FUMSI Is For ...



FUMSI serves a wide range of information professionals in a variety of industry sectors. They include researchers, marketers, analysts, writers, government and law librarians, consultants and students.

What do they all have in common? Information is a critical part of their work.

For senior managers, and information champions, FUMSI provides special value. By integrating all four practice areas, FUMSI:

- Improves cross-practice understanding
- Facilitates collaboration
- Enhances information skills at all levels of an organisation
- Increases the value of information in an organisation
- Pushes information work to the strategic level

	<b>This Month in FUMSI</b> <i>Editorial overview</i>	<b>6</b>
	<b>FUMSI Focus</b> <i>Favourite Resources to Find, Use, Manage and Share Information, brought to you by our contributing editors</i>	<b>8</b>
	<b>This month in Find by Marcy Phelps</b>	<b>9</b>
	<b>Feature Article</b> 'UK Government Information on the Internet' by Adrian Janes	<b>11</b>
	<b>Related Resources</b> 'Find' Jobs 'Find' Events Index to URLs in 'Find'	<b>15</b> 15 17 19
	<b>This month in Use by Tim Buckley Owen</b>	<b>21</b>
	<b>Feature Article</b> 'Develop your Independent Business: Using Information Strategically' by Joanna Ptolomey	<b>24</b>
	<b>Related Resources</b> 'Use' Jobs 'Use' Events Index to URLs in 'Use'	<b>29</b> 29 33 35
	<b>This month in Manage by Karen Loasby</b>	<b>36</b>
	<b>Feature Article</b> 'The Greening of a Business: Beyond the Bottom Line' by Beth Howell, Vice President of Human Relations, EBSCO Publishing	<b>39</b>
	<b>Related Resources</b> 'Manage' Jobs 'Manage' Events Index to URLs in 'Manage'	<b>43</b> 43 47 49

	<b>This month in <a href="#">Share</a> by Monique Cuvelier</b>	<b>50</b>
	<b>Feature Article</b>	<b>52</b>
	'Identity Theft: The Fastest Growing Crime Wave and Our Role' by Julie Gershon	
	<b>Related Resources</b>	<b>55</b>
	'Share' Jobs	55
	'Share' Events	57
	Index to URLs in 'Share'	59
	<b>Elsewhere in Free Pint Limited</b>	<b>60</b>
	<b>FreePint Bar Summary</b>	<b>60</b>
	<b>FreePint Bookshelf</b>	<b>62</b>
	<b>VIP's View: Recently in VIP</b>	<b>64</b>
	<b>Off the Shelf: Highlights from ResourceShelf</b>	<b>66</b>
	<b>On the Ticker: Featured in DocuTicker</b>	<b>67</b>
	<b>Marketplace</b>	<b>68</b>
	<b>URL index for issue</b>	<b>69</b>
	<b>Closing Comment</b>	<b>73</b>

## Introduction from our Editor

By Sara Waddington, Senior Managing Editor, FUMSI

Welcome to the April 2008 issue of the monthly FUMSI Magazine for practitioners who Find, Use, Manage and Share information. We hope you enjoy the practical tips, hints and articles, written by information professionals in different countries, in this issue. Each practice area is headed by its own contributing editor who will guide you through their section of the magazine.

### About the Editor



Sara Waddington spent several years as editor of Shephard's Unmanned Vehicles magazine and handbook, as well as drawing up conference and seminar programmes and conceiving/launching Shephard's [www.uvonline.com](http://www.uvonline.com) news service. She then joined Jane's Information Group as managing editor for naval (defence) and maritime publications. She now supplies editorial and consultancy services to clients (writing, launching and conceiving a number of editorial products in different industries).

In this issue of FUMSI, we discover how to find UK government information, use information effectively to keep your own business on track, avoid the pitfalls of identity theft and manage green initiatives to save cost and ensure long-term business success. The green 'theme' is continued by our contributing editors in their editorial and our FUMSI Focus, in this issue, is information-rich conference websites for sourcing data.

FUMSI's comprehensive [article database](#) offers you the facility to download and save content, print or forward articles to friends as well as license these features to use in your own publications or websites. Our latest reports and toolkits give valuable insight and step-by-step instruction in various areas to help with FUMSI-related skill development and projects.

Don't forget that even more articles, tips, reports and toolkits, as well as the new FUMSI Find Folio (a special PDF report collecting the most recent articles in a single practice area) can shortly be found on the [FUMSI](#) website.

Don't forget that even more articles, tips, reports and toolkits, as well as the new FUMSI Find Folio (a special PDF report collecting the most recent articles in a single practice area) can shortly be found on the [FUMSI](#) website. A number of new [FUMSI reports](#) will shortly be available including Asia-Pacific Research Resources, Latin America Research Resources and Social Media Report and Tool Kit. Handy portal pages on the FUMSI website organise the most recent content by practice area:

- **Find:** <http://www.fumsi.com/find>
- **Use:** <http://www.fumsi.com/use>
- **Manage:** <http://www.fumsi.com/manage/>
- **Share:** <http://www.fumsi.com/share/>

FUMSI's online reader survey can be found at <http://digbig.com/4wgjs> - please let us have your ideas and suggestions for articles, tips and themes for future issues. If you wish to offer an article, hint or practical tip to FUMSI readers, please see our writers' guidelines on <http://www.onopoly.com/author/fumsi/>. Our thanks also to FUMSI's sponsors, whose support and partnership is deeply appreciated.

If you find FUMSI useful, consider subscribing. In addition to the monthly magazine, subscribers get the FUMSI Folios each month – a special PDF report collecting the most recent articles in a single practice area (starting with the FUMSI Folio: Find), as well as 50% discounts off of reports and re-use licenses. FUMSI subscribers also enjoy special benefits on other Free Pint Limited offerings such as discounts on back-issue purchases of [VIP Magazine](#) and discounts on [Jinfo](#) job listings.

**Let's FUMSI!**

**Sara Waddington**

Senior Managing Editor, FUMSI

T: 0870 141 7474

I: +44 870 141 7474

E: [sara.waddington@freepint.com](mailto:sara.waddington@freepint.com)

Website: [www.fumsi.com](http://www.fumsi.com) 

## Favourite Resources to Find, Use, Manage and Share Information

Brought to you by our Contributing Editors

This month's Focus is on information-rich conference websites:

### Find

In April, the Computers in Libraries conference once again takes place in Washington DC.

Afterwards, presentations are posted at the conference website at <http://www.infotoday.com/cil2008/default.shtml>

### Use

Events listings on the websites of professional bodies such as CILIP (the Chartered Institute of Library & Information Professionals), SLA (the Special Libraries Association) and AIIP (the Association of Independent Information Professionals) are not only guides to great networking opportunities, but also introductions to the rich range of other services that such bodies can offer their members.

Check out what's coming up by going to: <http://www.cilip.org.uk/training/confcalendar> <http://www.sla.org/calendar/> and <http://www.aiip.org/Events/othermtg.html>

### Manage

TED is an invitation-only event but the website has hundreds of inspiring talks including a number on green issues, the digital revolution and the power of design.

Free TED membership allows you to join in discussions around the talks, receive a newsletter and access the membership lists.

<http://www.ted.com/>

### Share

The Enterprise 2.0 conference in Boston from June 9-12, 2008, might not be as big as SLA, but it does have a wealth of information from some of the top people in the industry.

Browse the site (<http://www.enterprise2conf.com/>) for a useful blog, access to the Facebook Group and an interesting newsletter.

Looking for more online resources? For a daily update, visit [ResourceShelf](#), the online collection of high-quality free Web-based resources. Or subscribe to the [FreePint Newsletter](#) for a twice-monthly offering of My Favourite Tipples, submitted by readers around the world.



**Find**

Knowing how to extract useful information from free sources, premium databases, and experts in the field. Knowing where to look and who to ask.

**Use**

Combining data to build a detailed understanding of business situations. Analysing information to manage risk, build value and give advice.

**Manage**

Ensuring compliance with myriad regulations about information. Building and maintaining everything from databases, taxonomies and folksonomies to enterprise-wide content.

**Share**

Making information relevant to different audiences, on the web, in print and in training. Publishing information in useful formats.

*"What you do, you do better than most. It is empowering for us to have your support in our efforts to move our organisations forward in the use of new technologies. We really are at the brink of an information revolution. The pipe dreams of my student days are becoming reality - very exciting!"*

**FUMSI: Practical. Useful. Wisdom of Experience.**

Get tips directly from experts in the field to help you, your colleagues, teams and clients Find, Use, Manage and Share Information.

**FUMSI is for:**

- **Information practitioners** who Find, Use, Manage and Share Information
- **Information champions**, responsible for the value and use of information and information skills within their organisations
- **Information consultants** who want to educate clients and colleagues on the high value of information-related skills and services
- **Companies serving the information sector** with products and services to help users Find, Use, Manage and Share Information

**Why subscribe to FUMSI? Because you get:**

- **Monthly FUMSI Magazine:**  
Insightful editorial context and commentary on each of the four practice areas
- **FUMSI Folios:**  
PDF reports compiling articles and discussion, plus related resources, for a practice area (a Folio for each practice area is published 3 times per year -- one each month)
- **Value:**  
Discounts on, or free uses of, FUMSI reports, usage licenses and other resources

FUMSI subscribers benefit from enhanced skills, improved collaboration with other information practitioners, and resources to raise the value of information in their organisations and on their projects.

FUMSI subscribers also enjoy special benefits on other Free Pint Limited offerings:

- Discounts on back-issue purchases of [VIP Magazine](#)
- Discounts on [Jinfo](#) job listings

You can always find the most recent offers by logging in to your account.

[www.FUMSI.com](http://www.FUMSI.com)

Select your subscription option, or purchase online at  
<http://www.fumsi.com/how/join>

- FUMSI Professional - £140**  
Receive and distribute the FUMSI Magazine and all FUMSI Folios at a single location; license content for use at other locations at a 50% discount; purchase reports and tool kits at a 50% discount.
- FUMSI Multisite - £490**  
Receive and distribute FUMSI Magazine and all FUMSI Folios at up to 5 location; reuse articles internally at no extra cost; 50% discount for external uses; purchase reports and tool kits at a 50% discount.
- FUMSI Enterprise - £1750**  
Receive and distribute FUMSI Magazine, FUMSI Folios and all FUMSI Reports and Tool Kits at all locations; all internal reuse included; 50% discount for external uses.
- Add A VIP Subscription**  
Tick this box to receive information about adding VIP to your subscription at a special package price. (Our account manager will contact you.)

(Capitals Please)

Name: _____	Title: _____
Organisation: _____	Telephone: _____
Address: _____	
_____	
Country: _____	
Email: _____	(We will send information to this email address, so please be sure it is one you check regularly and can receive attachments. Please add <a href="mailto:support@freepint.com">support@freepint.com</a> to your safe senders list.)
Would you like us to manage distribution of your FUMSI resources? Please provide distribution emails here (you can change or update them at any time):	
_____	
_____	
Please indicate if you work in one or more of the following sectors:	
<input type="checkbox"/> Government	<input type="checkbox"/> Financial <input type="checkbox"/> Insurance <input type="checkbox"/> Law <input type="checkbox"/> Education <input type="checkbox"/> Management consulting

Payment methods:

<input type="checkbox"/> Invoice / Order Number: _____ ....OR....	
<input type="checkbox"/> Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Amex <input type="checkbox"/> Other: _____	
Card Number: _____	Expiry (mm/yy): _____ / _____
Cardholder Name: _____	
Cardholder Signature: _____	
	<b>Fax</b> this form to 01784 420033 (+44 1784 420033) <b>Email</b> this form to <a href="mailto:support@freepint.com">support@freepint.com</a> <b>Post</b> this form to: Free Pint Limited, 4-6 Station Approach, Ashford, Middlesex, TW15 2QN, UK

Signed: \_\_\_\_\_ Date: \_\_\_\_\_