Adding Value - The Business of Independent Information Professionals

Several of us participated in a roundtable discussion on “Going solo/independent - lessons learned” at the PIUG 2010 Northeast Conference on Tuesday, October 12, 2010. One lesson we discussed is participation with the Association of Independent Information Professionals (AIIP). About a dozen current PIUG members are also members of AIIP. The two organizations recently approved a partnership agreement, as posted by Tony Trippe in the PIUG-DF.

AIIP members have just authored *Adding Value: The Business of Independent Information Professionals* in the recently-published *Bulletin of the American Society for Information Science and Technology*, 37(1), October/November 2010.

Crystal Sharp, the Guest Editor, described the contents in her introduction to the issue as follows:

> This special issue of the *Bulletin of the American Society for Information Science and Technology* offers a glimpse into the business of independent information professionals (IIPs). The overall theme is adding value, because it most aptly describes how IIPs benefit the work of their clients and because, in many ways, it is what IIPs must strive for within their own businesses to ensure relevance and viability in the rapidly changing technological, competitive and information landscape. IIPs possess high-level skills in finding, managing, applying and communicating information, which they leverage in a variety of ways: consulting, writing, research and information management services to clients in a number of fields.

> The authors comprise a small sample of AIIP’s membership, but as a collection these 21 articles written by 28 authors broadly present through description, experience, case studies and narration the work IIPs do and how they do it...

> Because of the number of contributions, the section will be divided between two issues. The first two of three parts, “Research: Much More Than Search and Retrieval” and “Services: Marketing, New Media, Writing, Consulting and Information Management” are included here. The third part, “Making It Work as an IIP” will be published in February 2011.

I believe that many of the lessons the IIPs share about developing and running their businesses are applicable to all people providing patent information services whether independent or working at larger organizations.

I have appended below the table of contents from the October/November 2010 issue and that anticipated for the February/March 2011 issue. I will update this page when the latter is published.

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**Adding Value: The Business of Independent Information Professionals**

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- "Looking Back, Looking Forward" by Susanne Bjørner (p. 10)

**Part I – Research: Much More than Search and Retrieval" (p. 12)**

- "The Unexpected Value of Research in Biomedical Business" by Liga Greenfield and Cindy Shamel (p. 13)
- "Patents in the Realm of Independent Information Professionals" by Tom Wolff and Stephen Adams (p. 17)
- "The IIP and the Small Business High Tech Client" by Jane John, Jocelyn Sheppard and Jan Knight (p. 21)
- "Government Information: Adding Value as an Expert Guide" by Peggy Garvin (p. 26)
- "The Independent Information Professional as Government Contractor" by Phyllis Smith (p. 28)
- "Competitive Intelligence: How Independent Information Professionals Contribute to Organizational Success" by Arthur Weiss and Ellen Naylor (p. 30)
- "Business Research Beyond Borders" by Eiko Shaul (p. 35)
- "Today’s Genealogist: Providing Value-Added History" by Missy Corley (p. 37)

**Part II – Services: Marketing, New Media, Writing, Consulting and Information Management (p. 39)**

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- "Enhance Your Marketing Productivity: Hire an IIP" by Marjorie Desgrosseilliers (p. 42)
- "Consulting: Helping Clients Plan, Adapt, Choose…and Much More" by Ulla de Stricker (p. 45)
- "Social Media: Essential for Research, Marketing and Branding" by Karen Blakeman and Scott Brown (p. 47)
- "From Reference Interview to Project Proposal: Defining Client Needs to Ensure Research Success" by Sarah Hager Johnston (p. 51)
- "The Accidental Knowledge Manager: Another Role for Independent Information Professionals" by Deb Hunt (p. 53)
Part III - Making It Work as an IIP (preliminary contents--articles to be published in February/March 2011 issue)

- "International Collaboration - needs, essentials and pitfalls" by Udo Hohlfield & Marcy Phelps
- "Collaborating - Key to Providing Complete Answers Online and Off" by Risa Sacks
- "Independent Information Professionals in Europe: Using Geopolitical and Cultural Boundaries to Advantage" by Valerie Matarese
- "How to Generate Income from Teaching and Training" by Amelia Kassel
- "Think strategically: Add Value to Your Business" by Mary Ellen Bates
- "Strategic Communications: Making Your Marketing and Website Content Work for Your Business" by Andrea Carrero