FreePint®

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About FreePint

FreePint is an online network of information searchers. Members receive this free newsletter twice a month: it is packed with tips on finding quality and reliable business information on the Internet.

Joining is free at <http://www.freepint.com/> and provides access to a substantial archive of articles, reviews, jobs & events, with answers to research questions and networking at the FreePint Bar.

Please circulate this newsletter which is best read when printed out. To receive this fully formatted version as an attachment or a brief notification when it's online, visit <http://web.freepint.com/>.

Editorial

This is my last FreePint editorial for a few months as I am taking time off to have my second child. As I prepare for the sleepless nights and nappies after quite a large gap (my son in nearly 8), I am aghast at the incredible growth in "essential" baby products that are pushed to new mums today by advertisers. "Baby wipe warmers?!" Whatever will they think of next? As I prepare for the new arrival, for sheer convenience I will be doing more shopping online for goods and services. Clearly, I will have to be prepared for "clickstream targeting" as described by Tim Houghton in his article on online advertising today. Clickstream targeting, we are told, is growing in popularity as a form of personalised advertising based on the information that users give out as they navigate around the Web: it is highly relevant to user behaviours and needs.

The number of people in the UK who have a broadband connection to the Internet is, for the first time, greater than those who use unmetered dial-up access, according to figures released last Friday by the Office of National Statistics. More of us will, therefore, have the ability to view ever more sophisticated multimedia online. Yet I would agree with research that says many of us find hi-tech popups, and other forms of glossy online adverts, irritating and downright disruptive. Simple and clear text-based adverts are often the most effective - especially when delivered in a similar form to direct marketing, such as through an e-newsletter. Certainly our experience at FreePint is that adverts which are carefully placed in more niche and targeted newsletters are much more welcomed, and even sought, by users.

Our other article today provides a very thorough set of sources on EU enlargement. Kay Renfrew gives links to a vast array of resources, including sites to find the implications for trade, work and careers, news and journal sources, and Government Web sites for all the new EU members.

So, that's all from me for a few months. I'm off to catch up on some valuable sleep, while I still can. I will still be reading FreePint during my time off and watching developments, of course, and ask that you also keep on reading and recommending FreePint to your colleagues. I'll also be watching the personalisation of advertising with interest, and until anyone can come up with a sophisticated piece of intelligent advertising software that will weigh up the pros and cons of purchasing "baby wipe warmers", I will simply have to rely on my own common sense!

Annabel Colley Editor
FreePint <annabel.colley@freepint.com>

FreePint Jobs
<http://www.freepint.com/jobs>

The FreePint Jobs Update is being circulated widely every two weeks. This free newsletter now has 2,000 direct subscribers and is posted at the Bar and in the Bar Digest (circulation 12,000).

To see the Jobs Update No.81 and read the new 'Jobs Advice' section, visit <http://www.freepint.com/go/b29967>. To subscribe, modify your account at <http://web.freepint.com>.

Fully-formatted PDF version available at: http://web.freepint.com/jobs/FreePint-Jobs-Update-81.pdf

Here are some of the latest featured jobs:

Senior Researcher, Capital Markets
<http://www.freepint.com/go/j3510>
Use your knowledge of capital markets (bonds, structured finance, etc.) in this exciting role.
Recruiter: Sue Hill Recruitment

Information Management Adviser
<http://www.freepint.com/go/j3518>
Experienced information manager to develop Virtual Library/Resource Centre, Chile.
Recruiter: Consumers International, Chile

Research Analyst
<http://www.freepint.com/go/j3523>
Bright Researcher with analysis skills in "stand alone" 9 - 5 role to work closely with Executives for Private Equity Specialists.
Recruiter: Glen Recruitment

Business Research Executive
<http://www.freepint.com/go/j3537>
Business research company seeks executive to work on market research and business intelligence projects and multi-client reports.
Recruiter: Oxford Intelligence

[The above jobs are paid listings]

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All in one place, all on one day - the intranet experience of the year IBF is a confidential grouping of 21 top companies and organisations (inc ASDA, BBC, Orange, AstraZeneca). IBF LIVE is its first open event with 30 stimulating sessions on offer from a host of intranet experts. Three times the content of standard conferences - half the cost & time Ring Sue Evans: (0044) 208 964 9225 or email us at info@ibforum.co.uk
For full details, check <http://www.ibforum.co.uk/ibflive/default.htm>

New: In-depth comparative review of LexisNexis and Factiva
This month's edition of VIP, the monthly publication for information users and purchasers, has a full review of these two major business information products.

Find out more and purchase a copy at: <http://www.vivaVIP.com/>

Online Information Conference
Benefit from Early Bird and association membership Discounts
30 Nov - 2 Dec 2004, Olympia, London, UK
http://www.online-information.co.uk/ol04/conf_prog/conf_prog.html
NEW conference stream, Managing Enterprise Content (MEC), focuses on
information architecture, compliance and records management
and enterprise search <http://www.online-information.co.uk/mec>

Copyright: How to Stay Legal
ISBN 1-904769-07-1
Covers copyright compliance, infringement, consequences and legal cases.

Single user	☐ £25 (~Euro37, ~USD45)
Multi-user	☐ £75 (~Euro110, ~US$134)

E-Newsletters: A Guide for Publishers
ISBN 1-904769-06-3
Make your publications more targeted & effective.

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Relevant to website & intranet managers: cookies; directories; employee Web use; direct marketing.

Single user	☐ £30 (~Euro45, ~USD$52)
Multi-user	☐ £190 (~Euro272, ~USD$325)

Practical Guide to Negotiating Licenses for Electronic Products
ISBN 1-904769-01-2
Tips on contract clauses, model license agreements and more.

Single user	☐ £45 (~Euro65, ~USD$72)
Multi-user	☐ £285 (~Euro407, ~USD$455)

Copyright and the Internet: Myth and Reality
ISBN 1-904769-00-4
Issues relating to copyright and the internet. Dispels myths about copyright applies to the Web.

Single user	☐ £15 (~Euro22, ~USD$25)
Multi-user	☐ £95 (~Euro135, ~USD$155)

... full details and testimonials at www.freepint.com/shop/report/

About you

Name: ▭▭▭▭▭▭▭▭▭▭▭▭▭▭▭▭ Organisation: ▭▭▭▭▭▭▭▭▭▭▭▭▭▭▭▭

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Additional information

How did you hear about the reports? _____

Additional message: _____

Payment method   ☐ Credit card   ☐ Invoice

Signature

Date

Fax the form to 01784 420033 (int: +44 1784 420033) or post to: Free Pint Limited, 4-6 Station Approach, Ashford, Middlesex TW15 2QN, UK.

Please contact us for multi-user multi-site subscription rates. Prices exclude VAT for UK customers.   [Ref: Site]

My Favourite Tipples
by Becky Fishman

Becky Fishman is Head of Communications for xrefer, providers of xreferplus, an online reference service for libraries and corporations <http://www.xreferplus.com>.

Submit your top five favourite Web sites. See the guidelines at <http://www.freepint.com/author.htm>.

- Holidaymakers should check out XE.com <http://www.xe.com> which has a universal currency converter - great for checking exchange rates in all markets.

- World Clock <http://www.timeanddate.com/worldclock/> shows you the current time and date in all countries and cities of the world - good for avoiding badly timed phone calls between London and LA, for example!

- London Eating <http://www.london-eating.com/> is a very good place to source new places to meet friends for dinner in the city. The reviews sections make for interesting reading too.

- PeoplesArchive <http://www.peoplesarchive.com/> is a fascinating web archive of high quality videos showing key scientists, filmmakers and others telling their life stories. It's a wonderful historical resource. You can view free snippets, but need a subscription to get full access.

- Hotcourses <http://www.hotcourses.com/> shows thousands of part-time and evening course listings all over the UK. Always fancied improving your Swedish language skills? Here's your chance.

Events

United Kingdom:
- AUKML/ICLG Open Day for Graduate Trainees and Students 4th October <http://www.freepint.com/go/e357>
- E-learning: practising what we preach 4th October <http://www.freepint.com/go/e359>
- Corporate Finance: An Introduction 6th October <http://www.freepint.com/go/e373>
- The Inaugural Dstl Symposium on Knowledge Agency 11th October <http://www.freepint.com/go/e355>
- Corporate Finance: Advanced Information: 13th October <http://www.freepint.com/go/e372>
- Idea Mapping: Organise your Thinking For Business Advantage 18th October <http://www.freepint.com/go/e347>
- Knowledge Management in the Extended Enterprise 19th - 20 October <http://www.freepint.com/go/e349>
- Mobile Learning - flash-in-the-pan or the next big thing? 19th October <http://www.freepint.com/go/e364>
- Strategic Information Management and Knowledge Architecture 20-21 October and 22-23 October http://www.freepint.com/go/e361

Canada:
- Mobile & Wireless WorldExpo Hosted by WowGao 13th - 14th October <http://www.freepint.com/go/e276>

Australia:
- Building and Planning your Taxonomy 18th - 20th October <http://www.freepint.com/go/e341>

FREE PINT BAR
In Association with Factiva
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Before we take a look at the latest gossip at the Bar (and there's been some juicy bits over the last couple of weeks), I would invite you to join me in wishing all the best to Annabel Colley, FreePint's Editor, with the imminent birth of her second child.

Topics in the Bar come in waves, as we know, and this month it's 'business information'. Last week's hurricane was about Swets Information Services, but the winds have abated now after a shareholder meeting last Friday. If you're a Swets customer and slept through the howling gales, then it's time to wake up and work out how you missed the storm <http://www.freepint.com/go/b30010>.

A major new review has just been published by VIP: an in-depth comparative review of LexisNexis and Factiva. One VIP subscriber has commented that VIP's Editor Pam Foster "... deserves the 'VIP medal' for stamina - quite a review!". Check it out:

**"VIP Comparative Product Review:
Factiva and LexisNexis
Business Intelligence Products"**
<http://www.freepint.com/go/b30017>

Can you share your policy on how public business information services (like BusinessLinks) deal with queries from infomediaries? <http://www.freepint.com/go/b30081>; Should they have a right to know who the original enquirer is?

Various business information-related markets are being investigated at the Bar. Is there research on market size and key players in STM publishing in Australia? <http://www.freepint.com/go/b30066>. What about the size and employment by segment in the content delivery industry globally? <http://www.freepint.com/go/b29961>. Do you know of any sources for statistics/industry information for Spain? <http://www.freepint.com/go/b29954>. What about sources of company profiles for Middle Eastern businesses? <http://www.freepint.com/go/b29959>.

Various recruitment and job issues in business information and information management have been bandied about at the Bar. A recruiter for a role in central England is disappointed with the response to a widespread campaign <http://www.freepint.com/go/b30026>. Similarly, a job seeker is disappointed with their fruitless search for a suitable information role <http://www.freepint.com/go/b29975>. Whether you are job hunting or just keeping an eye on the market for your skills, check out the twice-monthly 'FreePint Jobs Update'; the latest edition has tips on how to present yourself, as well as a list of the latest vacancies <http://www.freepint.com/go/b29967>.

Do you have strong opinions on the merging of information and IT departments? Lots of people do <http://www.freepint.com/go/b30032>. And do you know of an online platform for a FreePinter to sell or syndicate their articles? <http://www.freepint.com/go/b30001>.

Finally, if you work or study in an information-related college department then make sure to request your free FreePint beermats for distribution to students <http://www.freepint.com/go/b28933>.

I hope you found this round-up interesting and I'll look forward to resuming my role as Editorial-writer from the next FreePint.

William Hann <william.hann@freepint.com>
Managing Editor, FreePint

Tips Article

"The Conundrum that is Online Advertising"
By Tim Houghton

Tim Houghton is the founder and MD of New Media Intelligence, a web clipping firm. New Media Intelligence has pioneered tailored web monitoring, an approach that combines state of the art software with skilled human readers. The aim is to provide web intelligence rather than information overload <http://www.NewMediaIntelligence.com>.

What does the Internet represent to advertisers? The new TV or the next direct mail?

Online advertising is a conundrum. On the one hand it's a fast growing medium that is seeing a lot of innovation. On the other hand it's still a small faction of overall advertising expenditure and there are many questions about its efficacy in building brands. This article attempts, tentatively, to solve this puzzle and provides a link to other voices in the debate.

First, let's place online advertising in context. It currently accounts for around 4% of total ad spend in the US and 2% in the UK (IAB <http://www.iabuk.net/http://www.iabuk.net/>). TV, by comparison, accounts for nearly 30% of spend in the UK. So online advertising has a small share of the total, roughly the same as radio. But according to a recent survey it is growing at an annual rate of around 40% (IAB/pwC <http://www.iab.net/news/pr_2004_4_21.asp>).

In tandem with the growth of online advertising expenditure has come a bewildering pace of change in the formats used by online advertisers. To cover all of them would make this a very long article but I have outlined the principle types below.

- Banners or display advertising. These now come in variety of sizes and shapes and are still one the leading categories but they tend to have click-through rates below 1%. Many now contain applications so they can interact with the user directly on the page.

- Pop-Ups, and their cousins Pop-Unders, which you see when you close the page. These, often hated, types are now being banned by some media sites and many varieties are blocked by software plug-ins such as the Google toolbar <http://toolbar.google.com/>.

- Multimedia. Newer varieties include formats such as interstitials. These display, usually taking up the whole screen, whilst the user navigates between pages. In style these are more like TV ads, filling the gaps between pages just as TV ads fill the gaps between programmes.

- Search engine and context-sensitive advertising. Search engine advertising appears on the search results page when specific keywords are entered. Context sensitive advertising is advertising that is relevant to the editorial content of the page in which it appears. So an airline advert might appear next to an article about travel.

With the growth of broadband and the interest of major global advertisers in online advertising, one might expect the rise of TV-like multimedia formats to be the predominant trend. And the promoters of such formats, like Dick Hopple of Unicast <http://www.unicast.com>, argue that this is the case. But are they trying to shoehorn a traditional way of thinking into a new medium? The market would appear to think so, as interstitials and superstitials account for only around 2% of online expenditure.

In fact the big growth has been in search engine advertising. Around a third of all online advertising is now linked to keyword searching via search engines. This is the motor that has provided Google's revenue. And Google has also been a pioneer in context sensitive advertising via its Google Adwords scheme. Many bloggers use this type of advertising to fund their sites. This type of advertising is characterised by text-based factual messages, not glossy commercials.

So, despite the increased use of fast Internet connections, the Internet seems to be developing into more of a direct response medium (like direct mail) than an image building one (like TV). As Barney Jones of Google puts it: "Search is not primarily a brand medium, so there are different rules that apply". Yet the really big advertisers, Ford, Procter & Gamble, Coca-Cola, et al, like media that can deliver emotional, image-driven messages to build and maintain their brands.

As usability guru Jakob Nielsen points out, in an interview in Avant Marketer magazine <http://www.avantmarketer.com/jakobnielsen.shtm>, "it's not the supposed fact that Internet advertising doesn't work that most agitates Nielsen. What most agitates him is that in order to have a chance at working, Internet advertising will have to adopt a strategy of becoming increasingly disruptive to the user experience - a strategy that, in the long run, Nielsen is convinced will be rejected by users and will prove a failure for advertisers."

I agree with that, to an extent. Most of the time when we are on the web we are not "surfing" we are "paddling". We are not being pushed along by flows of information; we are actively navigating them in order to achieve a task, so we don't want to be interrupted. To follow the paddling analogy through to a ludicrous extreme: if I am canoeing up a river am I likely to buy products from a company that has sponsored the building of a weir?

So, on this argument, advertising that interrupts, annoys, and brand-building advertising, such as online video, annoys more than most. This relegates advertising to the role of supporting medium only. And that is what its small share of total spend currently suggests it is.

But go back to that analogy of a canoeist navigating their own river of information. It's hard work, as any information professional will tell you (see the FreePint Bar for details!). So maybe that canoeist would accept some help, even if it came from someone with something to sell. In other words advertisers that work with

the "flow" of a user may actually be welcomed, even sought out by users.

The process of navigating around the web leaves traces. John Batelle, one of my favourite thinkers on search, talks about this as a user's "clickstream" <http://battellemedia.com/archives/000647.php>. A user's clickstream is the information they give out as they navigate around the web; what parts of a page they view, what they have looked at or bought in the past, and so on. Smart companies are already using this information to target what they show us. Amazon has done this on its own site for a while. It recently expanded this approach to A9 <http://a9.com/>, a search engine that adjusts its results based on a user's previous search history and declared interests.

In the future, it seems highly likely that online advertisers will target advertising based on each user's clickstream. To an extent this is what they are already doing with search-keyword and context-sensitive advertising. But it can be taken much further. For example, the Wall Street Journal <http://www.wsj.com> matched data on its subscribers against a database of frequent flyers. It found that if it showed frequent flyers travel-related advertising, even when they were not reading travel related articles, the click-through rates achieved were well above average.

This sort of targeting raises noxious privacy issues. Clearly, a great deal of thought will need to be put into how companies are able to gather and use our clickstream data ethically and with our consent. Writers like Seth Godin <http://www.sethgodin.com/sg/>, with his concept of "Permission Marketing", are already some way down this road.

But clickstream targeting also offers a possible solution to the conundrum that is online advertising. Consumers may accept brand-building messages if they are highly relevant to the task that they are currently accomplishing. Many of these will be direct-response style, but there may also be a way to integrate richer media content.

My hunch is that TV commercial style ads on the web will remain in the minority. But then I'm not allowing for the creativity advertisers show in getting their message across to us. If they make online ads that are smart, funny, informative and highly targeted, then maybe they will engage us emotionally and not annoy us. As Rupert Howell, chairman of McCann Erickson London, points out: "The advertising industry is relentlessly inventive, that's what we do".

What would YOU change about FreePint?

We really welcome your feedback about FreePint. What do you like? What gets on your nerves?

Influence the way FreePint develops by entering your anonymous feedback in the FreePint Suggestion Box:

<http://www.freepint.com/contact.htm>

International Information Industry Awards

Hosted by Online Information and Information World Review Made a valuable contribution to the information community? Submit your nominations online (closing date 1 October) <http://www.online-information.co.uk/ol04/awards.html> Ceremony at Royal Lancaster Hotel, London, 1 Dec 04. Gala Dinner, Music, Entertainment and Celebrity Host. Tables going fast so reserve your place Today! Email lizzy.mills@vnuexhibitions.co.uk

New FreePint Report: "Copyright - How to Stay Legal"

ISBN 1-904769-07-1

This report covers: copyright compliance; legal uncertainty; statute copying authorisation; permission, licence or contract; consequences of infringement; minimising risk; organisational policies.

Find out more at: <http://www.freepint.com/shop/report/>

Onopoly Update -- Advertising offers by email

Onopoly is the new one-stop-shop for information about advertising across the FreePint network. Sign up for the Onopoly Update to receive the latest ratecards and offers by email each quarter.

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Andrew Wilcox is an independent consultant with strengths in the Supply Chain and Knowledge Management. He uses MindManager <http://www.mindjet.com> to manage his own knowledge. In working with clients this provides a new tool to enable them to manage services, projects, products and their development in a more holistic, visual and creative way. Using this approach, he has recently developed a service called Aucquire <http://www.ajwilcox.co.uk/aucquire> which saves clients money by acquiring assets at auction. According to Edward Truch's definitions, he is both a networker and a scanner.

Related links:

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- "Knowledge Orientation of Organisations" ISBN 075463812X, published by Ashgate Publishing.
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"Knowledge Orientation of Organisations"
Written by Edward Truch
Reviewed by Andrew Wilcox

This book is not an easy read, but it is a thoroughly researched work with a fascinating set of results to the hypotheses that were tested. My rough ideas about knowledge in organisations were formalised by this book and some of my views about the management of knowledge were strengthened. For instance, tacit knowledge is still a large part of an organisation's knowledge, regardless of type, and there is still work to do providing systems which encourage knowledge transfer and use.

It roughly divides into three sections:

The first third is a thorough literature review. If you want to know where to find material on knowledge in organisations, this is the place to look.

Half of the book covers how the research questionnaire was developed, the questions and the results. This is a statistician's paradise. 56 hypotheses were tested against the four strategic types of organisations: Prospector, Analyser, Defender and Reactor. For each hypothesis you get the results and the validation tests. Truch chose the Bonferroni over the Tukey HSD! The questionnaire looked at companies in a variety of sectors and represents results from 162 organisations. It compares the truth of various statements such as, "Prospector firms are more effective than defender-type firms at acquiring and/or creating new knowledge assets". Not all hypotheses produce the results you might expect.

The final sixth includes the conclusions, which are:

- There are major differences between strategic organisation types.
- There are some major factors in knowledge orientation.
- The knowledge orientation of an organisation can predict its success.
- The four category topology 'networker', 'follower', 'scanner' and 'loner' is valid.
- Networkers create successful prospector organisations and scanners do the same for defenders.

So what is the value of this book to someone who works in an organisation or advises organisations? It is a thorough guide to how you can characterise knowledge in organisations. It provides useful insights into the use and lack of use of knowledge in different organisation types. You can use it to characterise and benchmark an organisation and its people. It is a reference work, not an inspirational read. I would dip in and out of it whilst reviewing an organisation's strengths and weaknesses in knowledge orientation. The book has all the keywords for conducting further research on the web but the only URL included is that of the publisher.

FreePint

Contributors to this issue:

William Hann (FreePint Managing Editor), Annabel Colley (FreePint Editor), Penny (FreePint Administrator), Becky Fishman, Kay Renfrew, Tim Houghton, Andrew Wilcox, Plain Text <http://www.plain-text.co.uk/> (proofreading).

Advertisers/Sponsors of this issue:

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Feature Article

"Sources on EU Enlargement"
By Kay Renfrew

Kay Renfrew is a Consultant at Oakleigh Consulting Ltd <http://www.oakleigh. co.uk>. She has a Masters degree in Information Management, and has carried out research and consultancy projects for a number of European Commission Directorates and Agencies. At Oakleigh (one of the Sunday Times Tech Track Top 100 fastest growing unquoted companies), she specialises in information management consultancy and research, and the management of business and technical information for its clients in the private, government, health, education, housing, financial services and utilities sectors. Kay can be contacted at <mkayrenfrew@oakleigh.co.uk>.

Since its inception, the European Union has continuously expanded its membership. Six countries signed the founding treaties, while four subsequent expansions increased membership to fifteen countries. The most recent and largest expansion took place on 1st May 2004 with the accession of ten new Member States: Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia and Slovenia. Of the three remaining 'Candidate Countries', Bulgaria and Romania hope to join by 2007, while Turkey is not currently negotiating its membership.

This article aims to provide both sources of information on the process of accession to the European Union, and profiles of the new Member States and remaining candidate countries. It also suggests sources that focus on the impact of EU enlargement, from the point of view of other countries and international organisations, its effects on trade and industry, on work and career development, and on issues such as the environment and human rights.

European Union Institution sources

One of the first places to look for information is the institutions of the European Union itself. The European Commission has a Directorate dedicated to Enlargement <http://europa.eu.int/comm/enlargement>. The website, accessible in 20 European languages, provides an overview of the countries that joined, the accession criteria they needed to fulfil, and the history of the decision to enlarge the EU once again.

Country profiles of the new Member States and the remaining Candidate Countries are available at: <http://europa.eu.int/comm/enlargement/candidate.htm>

Surveys on public opinion on enlargement: <http://europa.eu.int/comm/enlargement/opinion/index.htm>

Library of key documents: <http://europa.eu.int/comm/enlargement/docs/index.htm>

To find out who is responsible for what within DG Enlargement, look at: <http://europa.eu.int/comm/enlargement/contacts/index.htm>

A bulletin with abstracts of research on the enlargement process is at: <http://digbig.com/4btjg>.

There is a weekly newsletter (from July 2000 to June 2004): <http://digbig.com/4btjh>.

To test your knowledge of the EU and the new member States take the quiz <http://www.europaquiz.org>.

Also useful is the links page: <http://europa.eu.int/comm/enlargement/links/index.htm>.

To investigate the role of the European Parliament in the enlargement process look at: <http://www.europarl.eu.int/enlargement_new/positionep/default_en.htm> (also PDF version).

Find statistical information at: <http://www.europarl.eu.int/enlargement_new/statistics/default_en.htm> which provides a series of comparative tables (in PDF) updated quarterly on trade and other issues.

A provisional version of the Treaty of Accession, published on the site in April 2004, is at: <http://www.europarl.eu.int/enlargement_new/treaty/default_en.htm>

Again, a links page is provided to relevant sites, this time to the governments of the 15 Member States prior to May 2004: <http://www.europarl.eu.int/enlargement>.

At a local level, the portal site of the European Commission Representation in the UK provides information on EU enlargement and the UK, including details of past and current events, and a monthly enlargement report: <http://www.europe.org.uk/info/enlargement/default.asp>.

To keep up-to-date with developments, register at: <http://www.europe.org.uk/info/enlargement/en_contactus.asp>.

The European Bank for Reconstruction and

Gold

- FreePint No.145 18th September 2003. "Tips on Negotiating Licences for Electronic Products" and "Real Estate Sources on the Web" http://www.freepint.com/issues/180903.htm

- FreePint No.121 19th September 2002. "Copyleft, Collaboration & Clusters" and "Resignation or redundancy: understanding your legal rights" http://www.freepint.com/issues/190902.htm

- FreePint No.96 20th September 2001. "Wales: Business, Economic and Government Sources" and "Women In Business" http://www.freepint.com/issues/200901.htm

- FreePint No.71, 21st September 2000. "Routes into Knowledge Management" and "The Net Snags Cash Flow - Business Information and Cash Flow on the Internet" http://www.freepint.com/issues/210900.htm

- FreePint No.46, 23rd September 1999. "The UK 1998 Data Protection Act and your Web site" and "About NUA: A discussion with Gerry McGovern, CEO NUA" http://www.freepint.com/issues/230999.htm

- FreePint No.22, 17th September 1998. "Reverse Psychology - How to find more sites like the ones you love" and "Electronic commerce" http://www.freepint.com/issues/170998.htm

Penny <penny@freepint.com>

Development has produced a factsheet on its role in EU accession: <http://www.ebrd.com/pubs/factsh/themes/eu.pdf>.

Information from National Governments

The governments in the existing Member States provide sources of information on interacting with the new Members. This article focuses on those in the UK.

HM Customs & Excise (HMCE) provide information on matters relating to VAT, importing and exporting, and guidance for the travelling public <http://digbig.com/4brre>. HMCE also have a dedicated website <http://www.ukintrastat.com> to help businesses trading with any of the new Member States.

The Foreign and Commonwealth Office (FCO) website has a section on enlarging the EU <http://digbig.com/4brrd> that covers items such as the benefits of enlargement, negotiations, chronology, EU and regional Ministerial events, plus an FAQ and further information section. The FCO also provide a link to the Department of Trade and Industry (DTI) Facts for Business publication <http://digbig.com/4brrf>.

DEFRA, the Department for Environment, Food and Rural Affairs, provides information on the implications of EU enlargement on farming <http://www.defra.gov.uk/farm/international/euint/index.htm>, and links to further information <http://www.defra.gov.uk/farm/international/euint/links.htm>. For examples of projects sharing technical and administrative expertise with new Member States, look at DEFRA's section on twinning <http://www.defra.gov.uk/farm/international/euint/help.htm>.

The DTI, unsurprisingly, provides information on trade opportunities and implications <http://www.dti.gov.uk/europe/enlarge/>.

International sources

The official US view on enlargement is available at <http://www.useu.be/categories/US&EUenlargement> and <http://www.state.gov/e/eb/rls/rm/31457.htm>.

Find Swiss opinion by searching news and feature items at Swiss Radio International, part of the Swiss Broadcasting Corporation <http://www.swissinfo.org>.

The India Times has an article on the effects of EU enlargement on India's trade strategy <http://digbig.com/4brrg>.

The websites of Norway's embassies in Bulgaria and Romania (both Candidate Countries) have sections on Norway (a non-EU Member) and EU enlargement, and on the country's plan of action to support the Candidate Countries <http://digbig.com/4brrh>, <http://digbig.com/4brrj>.

The World Bank has a joint project with the Bertelsmann Foundation on key issues on EU enlargement <http://euintegration.net>.

The UN Economic Commission for Europe <http://unece.org> has no separate section, but a search for EU enlargement retrieves over 600 press releases and reports.

The OECD press release welcoming EU enlargement <http://digbig.com/4brrk> has links to other articles and reports on the subject.

Implications for Trade

There are diverse sources on the implications on EU enlargement on trade. For example, the Economist magazine has a short article highlighting the main issues for existing and new Member States <http://digbig.com/4brrm>. The Financial Times has a Special Report, written in 2001, which nonetheless provides useful economic background on the move to enlarge the EU, including comment and analysis on a country-by-country basis <http://specials.ft.com/euro/FT3XF8MJOTC.html>. The EUbusiness website (an independent online business information service about the EU) has a series of guides that provide background information and web links <http://www.eubusiness.com/guides/enlargement>.

Various financial and consulting firms have information pages on EU enlargement focusing on trade or financial implications. For example: PriceWaterhouseCoopers <http://digbig.com/4brrn>, Credit Suisse Asset Management <http://digbig.com/4brrq> and Deloitte <http://digbig.com/4brrp>.

Accenture has produced a report of a survey (in conjunction with the Economist Intelligence Unit) on covering executives' views on the business implications of EU enlargement <http://digbig.com/4brsh>.

Information is also available on the impact on particular industry sectors. These include:

The International Road Transport Union <http://www.iru.org/EUenlargement/welcome.E.html>

UK Department of Health on implications for health professionals <http://digbig.com/4brrr>

Gartner Special Report on European Expansion and the Demand for IT <http://www.gartner.com/research/spotlight/asset_60098_895.jsp>

Frost & Sullivan report on Opportunities for the Environmental Industry < http://digbig.com/4brrs>.

Work and careers in an enlarged Europe

Information on the effects on workers' rights is at <http://digbig.com/4brrt>, <http://digbig.com/4brrw> and <http://digbig.com/4brrx>

DG Employment and Social Affairs looks at enlargement and employment issues at <http://digbig.com/4brry>.

Sources on labour mobility in the expanded EU include:

- <http://mobex.ccg.leeds.ac.uk/summary.html> a report on a project on mobility and excellence in the international movement of scientists.

- <http://digbig.com/4brsa> sources for HR managers with expatriate employees.

- For a survey on migrant workers look at: <http://www.eubusiness.com/topics/East_Europe/EUNews.2004-02-26.4434>

- Details of a published guide (for purchase) on looking for work in the 10 Accession Countries is at: <http://digbig.com/4btjk>.

Miscellaneous effects of the enlarged EU

There are numerous sources looking at different aspects of the impact of EU expansion. Topics include:

- Development policy <http://digbig.com/4brsj> from the European Association of Development Research and Training Institutes.

- Human rights <http://www.hrw.org/backgrounder/arms/eu_briefing.htm> Human Rights Watch Report on the arms trade and the records of the Candidate Countries.

- <http://www.eumap.org> a US organisation monitoring the development of human rights policies in the EU, Accession and Candidate countries.

- Environment and wildlife <http://www.traffic.org/25/network4/eu.html> downloadable report by Traffic on EU enlargement and the wildlife trade.

- <http://digbig.com/4brsb> World Wildlife Fund (WWF) factsheets on the natural heritage of the new Member States and Candidate Countries.

- <http://digbig.com/4brsc> WWF on the environmental challenges and opportunities of enlargement.

- <http://www.birdlife.net/action/change/europe/eu_accession/> conservation of birdlife

- <http://bmj.bmjjournals.com/cgi/content/full/328/7447/1025> British Medical Journal article on implications for health.

- <http://digbig.com/4btjn> European Observatory on Health Systems and Policies.

- <http://www.medicalnewstoday.com/index.php?newsid=6081> EU enlargement and the spread of AIDS - Gender Equality

- <http://www.womenlobby.org/DocList.asp?SectionID=48> Information form the European Women's Lobby.

- Intellectual Property <http://digbig.com/4brsd>. Article from The Lawyer on Community trademarks

- <http://digbig.com/4brse> article from an international law firm on IP and EU enlargement.

News and other sources

The BBC news site provides profiles of the new Member States and candidate countries <http://digbig.com/4brsf> and <http://digbig.com/4brsg>.

EUobserver has news from around the world http://www.euobserver.com/index.phtml?sid=15

InfoBase, a specialist news agency covering developments in EU policy has links to EU institution press releases on the process of enlargement http://www.ibeurope.com/Files/075enlarge.htm

For a portal on EU policies, with links to enlargement related issues, look at <http://digbig.com/4brsn>.

Journals

Relevant journals include:

European Integration Online Papers a peer reviewed E-journal on European integration <http://olymp.wu-wien.ac.at/eiop>

Journal of European Affairs on various aspects of EU enlargement by academics in Europe and worldwide <http://www.eupolicynetwork.org.uk/research/enlargement.htm>

European Integration Current Contents provides access to tables of contents for journals relevant to European integration research <http://www.jeanmonnetprogram.org/TOC/index.php>.

Conclusion

The sources listed should provide a starting point for finding out about the expansion of the European Union. I am always interested in hearing about new sources and if you know of any please let me know, either via email, or through the FreePint Bar <http://www.freepint.com/bar/>.

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