



## About the Author

Margaret Metcalf Carr is principal of Carr Research Group, providing custom research, analysis, and consulting support to business professionals since 1990. Before going out on her own, she was a corporate business information center manager and a technical information specialist in a research and development laboratory. Peggy received a Master of Library Science degree in information retrieval from the School of Information Studies at Syracuse University, and a bachelor's degree in communication and history from Muskingum College. She has used computers to store and retrieve information since the mid-1970s, when punched cards were still in vogue, and has been an online searcher since the late 1970s. During the past 25 years, she has written articles and given several presentations on information issues, including search and business intelligence strategies. She is a Past-President of the Association of Independent Information Professionals and is active in the Mid-Atlantic Planning Association, the Society of Competitive Intelligence Professionals and the Special Libraries Association.

Peggy lives in Baltimore County, MD with her husband David, their four children, and their dog. She strives to balance work with community service and parent taxi duties that encompass church, scouting, music lessons, and sports. She can be contacted at [pcarr@carr-research.com](mailto:pcarr@carr-research.com) or [www.carr-research.com](http://www.carr-research.com).



## About the Editor

Reva Basch, executive editor of the Super Searchers series, has written four books of her own: *Researching Online For Dummies* (2nd edition with Mary Ellen Bates), *Secrets of the Super Net Searchers* (Information Today, Inc.), *Secrets of the Super Searchers* (Information Today, Inc.), and *Electronic Information Delivery: Evaluating Quality and Value* (Gower). She has edited and contributed chapters, introductions, and interviews to several books about the Internet and online information retrieval. She was the subject of a profile in *Wired* magazine, which called her “the ultimate intelligent agent.”

Prior to starting her own business in 1986, Reva was Vice President and Director of Research at Information on Demand, a pioneering independent research company. She has designed front-end search software for major online services; written and consulted on technical, marketing, and training issues for both online services and database producers; and published extensively in information industry journals. She has keynoted at international conferences in Australia, Scandinavia, Europe and the U.K., as well as North America.

Reva is a Past-President of the Association of Independent Information Professionals. She has a degree in English literature, *summa cum laude*, from the University of Pennsylvania, and a master’s degree in library science from the University of California, Berkeley. She began her career as a corporate librarian, ran her own independent research business for ten years, and has been online since the mid-1970s. She lives on the remote northern California coast with her husband, several cats, and satellite access to the Net.