

SME MARKETEEER

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7700 Little River Turnpike, #600 Annandale, Virginia 22003 (703) 642-0390

HOW TO FIND INFORMATION

If you attended the October meeting you will have received important clues to sources and types of information which are readily available. Jeffrey P. Davidson, author and Certified Management Consultant, provided the information to 28 fortunate attendees.

It was a tremendously useful presentation - one difficult to do justice to in a written explanation. Suffice it to say, Jeff Davidson's comments were useful. The audience listened. The importance of information-gathering today was highlighted by the speaker's comment that in 1884 the average person was not exposed in his entire lifetime to the amount of information received in one 1984 issue of the New York Sunday Times. It was a good meeting!
