

With Hoover's new Business Tool for Publishers, you have insight and information about companies, industries, and executives... right from your own Web site.

In just a few simple steps, you can create text links associated with companies mentioned in your Web page directly into Hoover's proprietary database.

Here's how:

- Web publishers simply insert the provided script in the applicable Web page in order to create the links.
- The script then identifies companies referenced on the page for which Hoover's content is available.
- Once located, the companies are underlined – indicating that more information is available.
- The link returns a Hoover's proprietary company profile that includes an overview of the company, key numbers, executive decision makers, competitors, and additional business information.

Hoover's Business Tool for Publishers provides two options for links to Hoover's information. You can organize companies in a separate list or simply link specific companies within text.

It's as easy as that.

Not only does Hoover's Business Tool for Publishers run quickly in the background – which means processes aren't slowed down, you also have control of styling for consistent look and feel with your existing page.

Use Hoover's Business Tool to:

- Enhance the information contained in articles, whitepapers, or any publication on your site
- Integrate profiles for leading public and private companies, non-profits, and associations within your proprietary content
- Link directly to Hoover's company database to provide your readers with additional information – directly from your site

Hoover's provides the most comprehensive, up-to-date information available about companies, industries, and the people who lead them. For more information about Hoover's Business Tool for Publishers, visit www.hoovers.com/businessools.

For more information: | visit: www.hoovers.com/businessools