



**The LLAGNY Education
Committee Presents:**

**A Competitive Intelligence
Program**

**Tuesday, September 25, 2007
From 9:00 AM to 1:00 PM**

**St. John's University-
Manhattan Campus**

101 Murray Street (btwn.
Greenwich & West St.)
New York, NY 10007

Directions:

A,C,E, 1,2,3,9 or J,M,Z to
Chambers Street

Registration is limited to 40
participants

Cost is \$50. Please send check
payable to "LLAGNY" by
September 14th to:

Janet Peros

Wachtell, Lipton, Rosen & Katz
51 West 52nd Street
New York, NY 10019

jperos@wlrk.com

212-403-1598

**Please note: Reservation is
confirmed only upon receipt of
payment.**

Breakfast will be provided-
compliments of Thomson West.

A Competitive Intelligence Program

Law librarians often participate in competitive intelligence for their own organizations and on behalf of their clients, as well. The Competitive Intelligence Program will present an introduction to the issues and strategies in competitive intelligence collection. It will include an overview of strategies, research processes and sources for competitive intelligence research about people, companies, products and services.

Roberta Brody, PhD.

Roberta is a professor in the Graduate School of Library and Information Studies at Queens College of the City University of New York (CUNY). She received her Ph.D in Information Policy from Rutgers University and holds an MLS from the Palmer School at LIU.

Previous to her academic career, Roberta worked in the field of business research and competitive intelligence for fifteen years. Dr. Brody was a founding member of the Society of Competitive Intelligence Professionals; serving on its Board of Directors for its first five years and as its President in 1990. She is the Co-Editor of the *Journal of Competitive Intelligence and Management*, published by SCIP's Competitive Intelligence Foundation.

Joseph Mattera , MLS

Joseph has been providing specialized research and information support services to the international trade community for 20 years. He works primarily with law firms in developing and managing their information services, and researching Customs legal issues and competitor information. Prior to forming International Trade Information Resources he developed and managed the library for the US Customs Service offices in New York, and served as head librarian for the United States Court of International Trade. Joe has given seminars to law firms, the federal government and for the World Trade Institute. He also contributed a chapter on customs law research to Specialized Legal Research.