

EMERALD RELEASES HANDBOOK OF BUSINESS STRATEGY 2004

Submitted by: TheAnswer Ltd

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Thought Leaders in Management Brought Together in Annual Journal

UNITED KINGDOM, April 16, 2004 – Emerald announces the release of The Handbook of Business Strategy 2004, featuring 50 exclusive briefing papers covering all aspects of strategy development and implementation. Written by the world's leading management thinkers, each contributor was asked to spell out their single best business improvement idea or strategy proven to work within their organization.

"The Handbook of Business Strategy brings together the expertise and insights of some of the world's leading authorities for a fraction of what it would cost to commission just one report," according to Gill Crawford, Head of Corporate Communications at Emerald. "We are pleased to offer our customers such a useful and innovative tool."

Packaged as a single resource guide for senior executives, content is focused on the practical side of nine topic areas: Governance, Leadership, Communication, Strategic Planning, Change Management, Performance Measurement, Marketing, Growth Strategies, and Technology. Each briefing ranges from four to five pages in length, designed to be read in about fifteen minutes.

Acquired by Emerald in 2003 along with The Journal of Business Strategy, the Handbook is available for purchase as a stand-alone product or with a subscription to Emerald's premier management information portal, ManagementFirst. The 2002 and 2003 editions of the Handbook are available at a reduced cost with purchase. Further information is available at www.managementfirst.com.

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NOTES TO EDITORS:

About Emerald

Emerald is the leading international publisher in the library and information sciences (LIS) and management sectors as well as offering a strong range of engineering, applied science and technology titles in its 150 journals, which are available online and in hard copy. Emerald is COUNTER compliant, meeting the international code of practice for reports that allow clients to measure the usage of online information products and services in a more consistent way

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About ManagementFirst

ManagementFirst from Emerald is an online information resource for managers which offers critical insight, analysis and practical solutions to day-to-day management problems, and support for continuous professional development.

www.managementfirst.com

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