

Decision Maker: Best bets for finding information online

(1) Choose the factor that's most important to you.	(2) Choose the next most important factor.	(3) What else is important?	(4) For your needs, the best service to use is . . .
Money Matters	Cost	Avoiding Hidden Costs	Internet
		Low Startup Cost	America Online
	Data Sources	Variety of Sources	Internet
		Portfolio Advice	CompuServe
Trend Spotting	Cost	Search Usability	America Online
		Avoiding Hidden Costs	Internet
	Data Sources	Variety of Sources	America Online
		Ease of Follow-Up	CompuServe
Industry Watching	Cost	Ease of Locating Information	America Online
		Ease of Follow-Up	CompuServe
	Data Sources	Variety of Sources	Internet
		Usefulness of Sources	Internet