

Decision Maker: Best bets for doing business 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 . . .
Recruiting	Efficiency	Cost of Search	America Online
		Speed of Search	Internet
	Choices	Past Success of Candidates	CompuServe
		Number of Contacts	Internet
Marketing & Advertising	Cost	Low Entry Cost	Internet
		Exposure per Dollar	Prodigy
	Feedback	Demographic Profile	CompuServe
		Speed of Feedback	Prodigy
Sales & Service	User Accessibility	Ease of Shopping	Prodigy
		Ease of Access	America Online
	Cost	Return on Investment	CompuServe
		Ease of Setup and Updating	Internet