

MacRAE'S BLUE BOOK

Printable profiles of over 1,000,000
North American Manufacturers



A time honored purchasing guide to products of the most important suppliers to American industry.

MacRAE'S BLUE BOOK on CD-ROM delivers superior information with greater functionality and the added power of a search engine designed to help you achieve your sales & marketing goals.

| AMERICA'S ORIGINAL INDUSTRIAL DIRECTORY SINCE 1893 |

First published in 1893 as America's original industrial directory, MacRAE'S BLUE BOOK has grown to become a leading sourcing tool.

A fully in-depth information profile of leading industrial companies in the United States and Canada, the MacRAE'S BLUE BOOK on CD-ROM contains over **1,000,000** of America's and **16,500** of Canada's largest manufacturers, exporters, distributors, service companies and **1,032,325** executive contacts. The CD-ROM uses a powerful user-friendly search engine software containing the entire MacRAE'S BLUE BOOK database. The content is fully indexed which makes your searching of products and services easy and effective.

A superior analytical tool, you can easily run searches and queries on many company fields:

- **Target prospecting by:** Company Name, City, State/Province, ZIP Code/Telephone, Fax, SIC, Business Type, Products and Executive Titles
- **Company Information:** toll free and fax numbers, principal products, annual sales, and company size ranges
- Company **contact names** and their **job title/functions**, fully searchable

WHY MacRAE'S BLUE BOOK on CD-ROM?

MacRAE'S ON CD-ROM Assists You

Access the information quickly and easily with up to 30 search criteria.

MacRAE'S ON CD-ROM Prepares You

Excellent sales and marketing tool to help you uncover essential client information before actually dealing with them.

MacRAE'S ON CD-ROM Arms You

Thousands of qualified sales leads on hand all the time, watch your company grow.

3 Easy Ways To Order

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FREQUENTLY ASKED QUESTIONS

1) What companies are listed in the MacRAE'S BLUE BOOK database?

America's and Canada's largest manufacturers, exporters, distributors and service companies.

2) How is the MacRAE'S BLUE BOOK database different from others? How are the records updated?

The cornerstone of the MACRAE'S BLUE BOOK's success is the top quality information.

Every year the entire database is updated using the industry's most respected quality assurance process, including exhaustive manual checks to ensure that all company profile are complete, accurate and timely.

We take the entire MacRAE'S BLUE BOOK database, add the advanced data and functionality that Sales and Marketing professionals demand, and then put them all into a single, affordable application.

There simply is no better data available elsewhere.

3) Can I search by cities, zip codes, etc.?

MacRAE'S BLUE BOOK on CD-ROM is fully functional with an enhanced search engine that enables you to search, sort and print information on key prospects. You can search by 30 search criteria such as city, postal codes, phone and fax number, business type, products, sales number, SIC, and executive titles, to name a few.

4) Can I use the data in other applications? Can it do mailing labels and electronic lists?

The data contained in the MacRAE'S BLUE BOOK on CD-ROM is not exportable.

However, if you are looking for Custom Lists, please call us for a quote.

5) How often is the CD-ROM published?

Annually

6) What is the search software like? How easy is it to use?

The search software is based on existing technology developed over the past 10 years and has been distributed to hundred's of thousands of users worldwide. It is very reliable, and easy to learn and use.

7) What is MacRAE'S BLUE BOOK on CD-ROM?

MacRAE'S BLUE BOOK on CD-ROM is powerful user-friendly search engine software containing the entire MacRAE'S BLUE BOOK database. A superior analytical tool, you can easily run searches and queries on dozens of company fields, or to generate Industrial Sales Leads.

8) Where Can I purchase MacRAE'S BLUE BOOK on CD-ROM?

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