

webmaster recommends

Research tools for Credit cards, property and brand marketing

COMPARING CREDIT CARDS

www.creditcardflyers.com

To help consumers to get the complete picture in a single site, CreditCardFlyers.com launched in June a site which includes credit card comparisons, a rewards benefit calculator, credit card reviews by existing customers and blogs on financial topics.

Features offered include comparisons of credit cards by special interests, category, bank or issuer and card ratings, a rewards wizard for comparing and performing detailed calculations, estimates of reward earnings with links to each specific card, a service directory, credit card glossary, card reviews and ratings by users and a bookmark service for each page on the website, to increase accessibility.

The sponsored links by marketplace look promising and are largely country-specific, which means that the website tracks the IP location of the searcher by country and presents more relevant hits first.

PROPERTY TREASURE TROVE

www.australianhousehunters.com.au/homefinance.htm

This website is provided by Mortgage Brokers Home Loans Australia and offers links to properties and mortgage providers, as well as research from the Australasian Housing Information Network, Australian Housing and Urban Research Institute (AHURI) and CHFA, the national peak organisation representing the views of community housing providers in Australia.

The site also offers home exchange, share accommodation, home insurance, specialist calculators and a range of other services relating to property. There is a link to www.househuntersdirectory.com for international listings of properties and mortgage providers and other related services.

ENHANCE YOUR BRAND EQUITY

http://searchenginewatch.com/sew_experts/brand_equity

A new weekly Brand Equity newsletter was announced this month by the SearchengineWatch company (www.searchenginewatch.com) to help enterprises calculate brand equity through search engine results. The newsletter promises a practical guide on increasing brand value, customer trust, and profits. The Editor is Erik Qualman, who is Head of North American Marketing operations for Travelzoo Inc.

COLLABORATIVE MARKET RESEARCH

www.researchbuy.com/marketwikis

A new take on wikis is offered by MarketWikis, a collaborative approach to sourcing information on market sectors. There are links to several different markets, and some reports have a global perspective rather than a US-centric view. Contributors have to be registered to edit pages.

MarketWikis is a registered trademark of ResearchBuy, which also offers the research buying community of high quality reports and custom market research. The MarketWikis service offers a starting point in building research requirements and a platform for market players to advise potential customers of the existence of paid for research on their chosen market.

COLLECTIVE INTELLECT LAUNCHES MEDIA INTELLIGENCE

www.CollectiveIntellect.com

Earlier this year Collective Intellect announced the release of Media Intelligence, a media research service for institutional investors, traders, portfolio managers and analysts that monitors and filters internet content (blogs, boards) and traditional media to deliver real-time updates relevant to the tickers and sectors tracked by investors.

Using sophisticated algorithms combined with human ingenuity, Media Intelligence reduces the information overload experienced by traders and portfolio managers, filtering data to deliver only the most relevant data on the tickers, industries and sectors tracked by the investment community. Media Intelligence service is designed both sell-side and buy-side, and is delivered through a web browser and via email.

The site's own blog is itself useful for tracking comments on brand reputation and interactive marketing efforts worldwide.

CORPORATE GOVERNANCE STANDARDS

www.saiglobal.com/shop

SAI Global, publishers of Australian Standards, ISO and IEC Standards, provides a range of standards, handbooks and compliance programs via its online shop.

The products include:

- AS 8000 Corporate governance Standards
- HB 400 Corporate governance Handbooks
- NEW HB 408 Corporate governance culture
- AS 8015 Corporate governance of information and communication technology
- HB 254 Governance, risk management and control assurance
- AS 3806 Compliance programs.

Feedback

A REMINDER FROM A JASSA READER:

Don't forget www.austlii.edu.au

Other JASSA readers may find value in the Web site www.austlii.edu.au. I find the searchable database page, www.austlii.edu.au/databases.html, particularly useful. The legal information available is quite comprehensive, covering Commonwealth and State jurisdictions. I'm sure any Finsia member with an interest in laws and legal decisions about privacy, trade practices, tax etc., will find the effective search function a useful tool.

Kind regards,
Peter Dickson F Fin

Personal space

RETIREMENT BULLETIN BOARD

- EXPLORING INNOVATIVE SOLUTIONS FOR RETIREMENT

www.retirementbulletinboard.com

This is a community website for those entering retirement, which offers a place to share ideas, deal with new challenges and choices, and welcomes contribution from around the world.

This site offers answers to retirement questions through forums, including places to retire, and there is the opportunity to exchange information with others with similar values.

Disclaimer: Inclusion of any website in the JASSA webmaster column is not an endorsement by Finsia of any advice or content provided on any topic therein. Website addresses are mentioned for general reference, assistance and guidance only.

Do you have any websites you would like us to cover in this column? Please email JASSAcontent@finsia.com with your comments and suggestions.