

# Monday Special: Use BNET and CNET to Find Information on Business, Management and Healthcare



**BNET** is Business Network and **CNET** is Computing Network and both sites are owned by CBS.

BNET is a great one-stop shop for information on business and management, and now the site has a category for healthcare described as:

*...daily industry news coverage and insights for managers and executives, focusing on the major health care providers, hospitals and facilities, insurance companies, and medical device manufacturers. In addition to detailed company profiles, we bring you critical analysis on new alliances and partnerships, new products, health care cost control, partnerships and alliances, management and board changes, and a host of other important business issues.*

That may be a bit much to consume on a daily basis, but don't forget, information is a buffet, and you don't have to eat everything!

Here are a few BNET goodies you might like to check out:

**Marketing Secrets from Campaign '08** (if you are in a competitive market, read this and think about your marketing!)

**Finding Opportunity in Upheaval** (if everyone at your practice is stressed and cranky, it's a perfect time for you to think differently. Patients need healthcare – what are you going to

do about it?)

And don't forget to check out BNET's **Business Library** and **Videos** (including "Motivating a Stressed-Out Staff" during an economic downturn – very solid advice – I give it 5 stars!)

**CNET** is all about cell phones, computers, audio, video, etc., and has the latest on gadgets, including reviews and prices. It's also a great site to find software to download. This site might not be as appealing as BNET, unless you're as geeky as I am, and the longer I write this blog, the geekier I get. One of my favorites on CNET is **Tips & Forums**.

And just in case you are geeky, check out **Woot**, the site I check daily for great geeky deals.