

# Business Information Review

Volume 16 Number 3

September 1999 ISSN: 0266-3821

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## Shaping the bright young graduate: a personal view

Manny Cohen

*The RM Group*

*'In many cases, the end user will also become a researcher, although I think the next recession may cause a reversal in this, because all fee-earners and decision-makers will have to justify their salaries; they won't have time to spend trying to find out information when they could be spending it doing their own specific jobs.'*

### Abstract

The Managing Director of The RM Group, the largest independent company providing online business information and other information services to the business community, offers his views on the employability of young people emerging from university and the quality of training provided to ensure that they can cope with the requirements of modern business information. Concludes that students graduate with a lack of understanding of the commercial world and the practical restraints that this imposes on online and other information gathering techniques. The vital importance of information to company decision-making means that freshly graduated information professionals require extensive monitoring with 12-18 months needed for a graduate to have a full grasp of the research job and perhaps three years to understand the information industry in any depth. Outlines the importance of the Internet and the Web to business information providers. Concludes that it is up to the information industry to take fresh graduates, shape them, make them interested and retain not just the brightest but also those that are hardworking and committed.

Manny Cohen joined the information industry in 1977 and is Managing Director of The RM Group, the largest independent company of its kind in the industry. He has taken RM from a small two partner research firm to a provider of online business information via RM's Web portal aRMadillo. Manny's RM Group now also includes the registration of trademarks, companies and domain names. He is married with two children and lives in Cambridgeshire.