



## **Keeping Up With... April 2025**

By Linda Rink, President, RINK Consulting

I recently conducted a number of interviews with executives in manufacturing and high-tech industries, for a client project. One of the questions I asked each person was: *"Where do you go to find out the latest trends and developments in your market?"*

I was struck by how many answered, *"Oh, I don't have time to do that,"* or *"I just focus on doing my job."* (These were anonymous interviews, so respondents felt free to speak candidly.)

I don't think I need to point out that it's a good idea to raise your nose from the grindstone every once in a while and see what the world outside your company is doing – for a whole host of reasons.

### ***So how do you keep up with the latest news about your industry?***

**If you need to refresh your list of information sources, here are six to start with:**

- 1) **General business publications.** Your local daily newspaper, the New York Times, the Wall Street Journal, the Philadelphia Business Journal, Forbes, the Economist – pick your favorites -- give you the "big picture" as well as in-depth coverage of a wide variety of news and business trends.
- 2) **Trade associations** for your industry. Membership often entitles you to newsletters, white papers, and research reports.
- 3) **Conferences and trade shows** that relate not only to your industry, but to those of your major clients. Try to attend any forums about new products, technology, and the like.
- 4) **Your favorite business bloggers or writers.**
- 5) **Specialized trade publications and websites.** Again, not only for your industry or specialty, but also the ones your customers are likely to read.
- 6) **And let's not forget your competitors' websites!** Make a habit of checking them for updates every so often.

***Need help finding information specific to your needs? Contact me at [lrink@LindaRink.com](mailto:lrink@LindaRink.com).***