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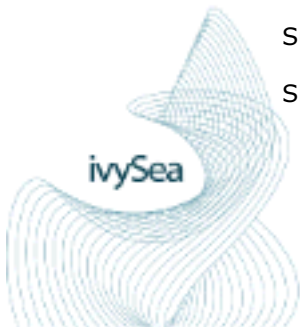
Of course, we provide ample opportunity for a potential subscriber to gain a good idea about the value and quality of the resources. Many of the VIP materials are currently abstracted at Ivy Sea Online (including a synopsis of what is included in the full article or tip sheet). The VIP abstracts, and the full-length articles and tip sheets available in the public library, provide an excellent opportunity to peruse prior to subscription-purchase to see what the VIP-only materials would be like in format and quality, and what's available for reprint in both public and VIP online libraries. What's more, reputable third parties such as Inc.com, Harvard Business School, Edu-Leadership and CEO Refresher have lent their own opinion of Ivy Sea Online content as among the web's most exceptional and high-quality resources for organizational leaders, CEOs, small-enterprise owners, and entrepreneurs.

The information provided to a potential subscriber at Ivy Sea Online provides a nice contrast to what might be the case if one subscribes to a printed newsletter or journal without having an opportunity to peruse a back-issue archive to assess the quality of articles, or being able to reprint without extra fees.

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