



# Analysts In Media announces July launch of Business Trends Quarterly

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*Analysts In Media (AIM) has recently announced the July 2006 launch of Business Trends Quarterly (BTQ), a high-level publication designed to provide senior-level business and technology executives with in-depth analysis and key insight into market trends and innovative technologies on a quarterly-basis.*

PR9.NET June 06, 2006 - New York, NY - This inaugural edition of BTQ will feature keynote editorial thought leadership from the most respected industry analysts, business strategy experts, and solution providers within the technology and business world. Featured contributors will include, but will not be limited to: Lee Dittmar, Principal, Deloitte Consulting; Howard Schmidt, CEO, R&H Consulting; Linda Cohen, Chief of Research IT Services and Outsourcing, Gartner; Katrina Menzigian, Vice President Business Solutions and BPO Services Research, IDC; Scott Mitchell, Chairman and CEO, OCEG; Tony Byrne, Founder, CMS Watch; Dave Cullinane, CISO Washington Mutual & President, ISSA; Erik Hartman, President, CM Pros; and Cynthia Launchbaugh, Director Brand Integration and Marketing, ARMA International.

"We are delighted that these thought leaders have agreed to lend their expertise to the forthcoming BTQ publication," says Amir Nikaein, CEO. "This further cements our ambition to make BTQ the leading information source for buyers of technology and services."

BTQ establishes a dynamic forum where business strategy experts and IT decision makers unite to analyze existing enterprise systems and challenges from an IT solutions standpoint. The publication will supply senior-level decision makers with on-demand, real life business experience and leading industry research to address the needs of a diverse and consistently changing marketplace.

The publication will be available in both hardcopy and online at [www.btquarterly.com](http://www.btquarterly.com), with the July edition focused on Information Security; Governance, Risk, and Compliance Management; Strategic Sourcing; and Enterprise Content Management.

To register for a free subscription to Business Trends Quarterly please go to: <http://www.btquarterly.com/register.php>

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## About Analysts In Media, Inc.

Analysts In Media, Inc. headquartered in Manhattan, NY, is a leading global provider of high quality, comprehensive information resource for the professional and enthusiast markets. Through progressive research, surveys and client case studies from visionaries and leaders in the industry, AIM provides access to its validated knowledge via targeted multi-media channels, publications, events and online services. In addition to presenting best of breed solutions to end-users, AIM provides a platform for institutions and practitioners to discuss and highlight the issues and challenges faced by the industry today, while providing a glimpse into the cutting edge technologies being researched and readied for tomorrow and the future.  
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