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People have been consulting business directories in all parts of the world since ages without any question. Earlier, they used to exist in the form of printed yellow pages directory placed near the telephone set and we used to open them every time we were in need of any number or address either of a sales person or a hospital.

With time, as the technology grew and the medium of internet became easily accessible to the masses, business directories shifted their medium and became visible online in the form of online business directories.

Today, a great variety of online business directories are available on the internet. You can very easily while sitting in one corner of the world can get to know about businesses in the other corner via these online business directories.

The purpose of both offline and online business directories is to provide information regarding businesses of your choice and need. Let us compare both these forms in order to have a clearer picture about their functionality:

a. You can access online business directories while sitting anywhere in the world. Thus, they surely break the geographical barriers whereas off line business directories on the other hand, are only limited in terms of providing information about local businesses to local people in the surroundings. If you living in United States want to know anything related to your category of business in India, then only online business directory can help you in this regard.

b. Online business directories update information on regular basis so they are much more reliable in contrast to offline business directories as they update the information about the business providers on annual basis.

c. Online business directories allow the members to show their product catalogs which is surely not an option in the printed version of these business directories.

d. Online business directories are user friendly as they offer easy search tool and thus are not time consuming where as offline directories require the user to have a detailed look of all the pages in order to find his/her needed information.

Thus, considering the above mentioned comparison, it is crystal clear that online business directories are surely ahead of the game in contrast to their courter part offline directories in the present day world of information technology.

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