

TABLE OF CONTENTS

INTRODUCTION	VII	E-Commerce: Online Auctions	239
A		E-Commerce: Online Brokerages	243
Adult and Retirement Communities	1	E-Commerce: Online Grocery Shopping	249
AIDS Testing, Treatment, and Services	7	E-Commerce: Online Music and Film Distribution	255
Alternative Adult Education	15	E-Commerce: Online Travel Services	261
Alternative Energy	21	Electronic Communications Networks	267
Alternative Medicine	31	Electronic Publishing	273
Alternative Vehicle Fuels	37	Emergency and Other Relief Services	279
Anti-aging Products and Services	45	Encryption Systems and Digital Certificates	285
Anti-bacterial Products	51	Entrepreneurial Training and Advisory Services	289
Application Service Providers	57	Environmental Remediation	295
Artificial Intelligence	63	Extreme Sports	301
Arts and Crafts Stores	71	F	
Aviation Security	77	Fertility Medicine: Products and Services	307
B		Fiber Optics	317
Bounty Hunting	85	Financial Planning Services	323
Biometrics	91	Fuel Cells	329
Blogging	99	G	
Business Continuity and Disaster Recovery Planning	105	Gambling Resorts and Casinos	337
C		Genealogy Products and Services	343
Call Centers	113	Genetic Engineering	349
Charter Schools	119	Geographic Information Systems	359
Children's Educational Franchises	125	H	
Competitive Intelligence	131	Handheld Computing Devices	367
Computer Animation Entertainment	139	Health Spas	373
Computer Network Support Services	145	High Speed Internet Service Providers	379
Computer Security	151	High-Tech PR Firms	385
Concierge Services, Corporate and Personal	159	Holography	391
Credit Card Issuing	165	Home Health Care Services	397
D		Home Medical Equipment	403
Data Mining	173	Home Networking Equipment	411
Desktop Publishing	181	I	
Digital Audio Entertainment	187	Infant and Preschool Products	415
Digital Imaging	195	Infomercials	421
Digital Mapping	199	Information Management Systems	427
Digital Video Disc	207	Internet Service Providers	433
Direct Broadcast Satellite Television	213	IT Consulting	441
Distance Learning	219	J	
E		Juice Bars	447
E-Commerce: Business to Business	225		
E-commerce: Consumer Products	231		

K

Knowledge Management Software and Services 451

L

Lasers and Laser Applications 457

Life Coaching 463

Logistics Outsourcing Services. 469

M

Mail Order and Catalog Shopping 475

Managed Health Care Services. 479

Mass Merchandising 487

Medical Self-Testing Products 495

Micromachines and Nanotechnology 501

Microwave Applications. 509

Minimally Invasive Technologies. 517

Molecular Design 525

Molecular Modeling 531

Mortgage Companies 537

Mutual Funds 543

N

Natural and Organic Groceries 549

New Age Products and Services. 557

New Food Products. 565

Noise Control and Technology 573

Non-Medical Senior Care and Personal Services 579

Nutritional Supplements 585

O

Ophthalmic Lasers 593

Optical Data Storage. 599

Optical Sensing and Infrared Sensory Devices. 607

Outsourcing. 613

Oxygen Therapy 621

P

Parallel Processing Computers 629

Passenger Restraint Systems. 637

Pet Products and Services. 643

Pharmacogenomics 649

Photonics. 657

Photovoltaic Systems 665

Physical Fitness Products 671

Premium Bottled Beverages 677

Printers and Printer Accessories 683

Professional Employer Organizations. 689

Professional Executive Recruiting 695

Prosthetics and Orthotics 701

Push Technology. 707

R

Radio Frequency Identification. 711

Retail Auto Leasing 717

Risk Management Services. 723

Robotics and Industrial Automation. 729

S

Satellites 737

Security Products and Services. 743

Semiconductors. 749

Smart Cards. 757

Smoking Cessation Products and Services. 763

Specialty Coffee 769

Specialty Tourism 777

Stem Cell Research. 787

Storage Networking 793

Super Drugs 799

Supplemental Insurance Plans 807

Systems Integration. 815

T

Telemedicine 823

Telephone Services and Accessories 831

Telephony 839

Therapeutic Education Schools. 847

Tissue Engineering 855

U

Used Computer Equipment Reselling. 863

V

Venture Capital Firms. 869

Video Displays 877

Virtual Reality. 885

Voice Recognition Systems and Software 893

W

Waste Management. 899

Water and Air Filtration and Purification Systems 905

Web Developers 915

Web Portals and Online Communities 921

Weight Loss Products & Services. 929

Wireless Communications and WAP 937

X

XML 943

INDUSTRY INDEX 949

SIC TO NAICS CONVERSION GUIDE. 951

NAICS TO SIC CONVERSION GUIDE. 957

GENERAL INDEX 965