LIBRARY RESEARCH

For BUS 102 (Prof. Kirk)

Denise A. Garofalo
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Learning Objectives

• review research resources
• live demo
Research resources

- Books
- Databases of journal articles

- The New York Times
- Hoover's
- Mergent
Databases are key

- Premium online subscription information resources
- Online collections of journal and newspaper articles, scholarly information from published works
- Searchable
- Often contain full-text articles
AbbreviationZ: The A-Z of Acronyms and Abbreviations on the Net
Search engine for acronyms, abbreviations, and initialisms.

ABI Inform Global (ProQuest)
Scholarly and trade publications from around the world offering in-depth coverage of a wide range of business topics. International and domestic company profiles.

ABI/INFORM Dateline
Local and regional business news, not typically found in national news sources.

ABI/INFORM Trade & Industry
The latest news on every major industry from business periodicals and newsletters.
languages back to 1955 and access to the full text of more than 380 journals and 140 books.

**Hoover's Academic**
Offers in-depth financial comparisons and analysis as well as the ability to input specific search
criteria to generate a customized, highly-targeted list of companies or people.
Temporary remote access available by clicking here and using the username Hoovers and the
password Mergent.

**Hoover's First Research**
Provides first-class Industry Intelligence to help easily understand the challenges, opportunities,
and operations of more than 600 industry segments. With each Industry Profile, users have access
to: industry overviews, finance and regulation, competitive landscape, and products, operations,
and many more areas of focus.
the New York Post.

*New York Times (ProQuest)*
Complete full text from 1980 to the present.

*New York Times Historical, 1851-2008 (ProQuest)*
Search Collection
- Author
- Title
- Subject
- Keyword
- Advanced
- E-books
- Mount Saint Mary College Authors
- Search Other Libraries
- Access your Library account

Find Articles & Information
- Databases A-Z
- Databases by Subject
- Full-text Journals (True Serials)
- Citing Your Sources

Find Reserves
- By Instructor
- By Course
- By Keyword

Curriculum Library
- Resources
- Hours
- Location

Find Materials in Other Libraries
- Request Books, Articles or DVDs via ILLiad

Check Your Library Account

Need Help?
- Quick Answers
- One-on-one Research Assistance
- Missing item form
JOURNALS
10 titles beginning with "advertising age" Search Again

Adv - Adv

Advertising Age 0001-8899,1557-7414
Academic Search Complete: fulltext 06/10/1996 -
Business & Company Resource Center: fulltext 06/01/1997 -
Business Source Premier: fulltext 06/10/1996 -
Communication & Mass Media Complete: fulltext 06/10/1996 -
Lexis Nexis Academic (US ed.): fulltext 01/06/1986 -
OmniFile Full Text Select (H.W. Wilson): fulltext 07/28/1997 -
ProQuest Central: fulltext 11/15/1999 -
Business Week 0007-7135

Mount Saint Mary College: in print - Retain 2 years plus current year
Business Source Premier: fulltext 07/16/2001 - 11/30/2009
Business Source Premier: fulltext 12/30/1996 - 04/30/2010
Business Source Premier: fulltext 04/26/2010 -
Freely Accessible Business Journals: fulltext 10/16/1996 -
Review

• Search databases (not Google)
• Use library databases for research resources
• On to the live demo!!!
DO NOT WAIT UNTIL THE DAY BEFORE YOUR ASSIGNMENT IS DUE TO CONTACT YOUR LIBRARIAN
THANK YOU

Denise A. Garofalo
Systems & Catalog Services Librarian

This presentation available online at http://libraryguides.msmc.edu/garofalo_classes