In this issue:

Evening Business Reference Librarian Now in Business Library
McLeod Business Library Now has a Popular Books Section
Business Library Adds Freedonia Focus and Simmons OneView to Database Lineup
    Simmons OneView
    Freedonia Focus
New Book and Updated Serials in the McLeod Business Library

Evening Business Reference Librarian Now in Business Library

Beginning with the Fall 2011 semester the McLeod Business Library has been offering the evening research assistance services of a Business Reference Librarian. Bess Williams has joined the Business Library staff as a Business Reference Librarian to fill this needed service position.

Currently, she is available on Tuesdays and Thursdays in the evenings, between the hours of 6:00 to 8:00 P.M. or 7:00 to 9:00 P.M. on a varying schedule. She is also working Sunday evenings between the hours of 6:00 to 8:00 P.M.

While walk-in assistance is always available it is advisable that you make an appointment to ensure she is prepared for your research question. An appointment will also ensure that your visit will coincide with her hours of service.

Appointments may be made by contacting her at bessie.williams@mason.wm.edu.

McLeod Business Library Now has a Popular Books Section

A new service has been initiated in the McLeod Business Library with the start of the Spring 2012 term. Charlotte Brown, the Library Director, has added a print collection of popular titles that may be checked out of the library. She envisioned a service offering the Mason School of Business community a selection of popular business books that they may check out for leisure reading. Prior to this initiative the only books in the Business Library were reference books that could not be removed from the library. Now you can take these popular books with you for reading in your own comfortable setting.
Business Reference Librarians Rebecca Rector and Bess Williams combed the bestseller lists, the “best business books of the year” lists, and business websites searching for entertaining, well-written books to pique the interest and curiosity of our patrons.

The popular collection now comprises more than 70 fiction and non-fiction titles. These include everything from thrillers by David Baldacci to biographies of interesting people such as Steve Jobs and Condoleezza Rice.

The following is a selection of books in the Popular Titles collection:

- *Deliver us from evil* by David Baldaci ([PS3552 .A446 D45](#))
- *Idea man: a memoir by the cofounder of Microsoft* by Paul Allen ([HC102.5 .A49 A3](#))
- *No higher honor: a memoir of my years in Washington* by Condoleezza Rice ([E840.8 .R48 A3](#))
- *The entrepreneurial mindset: strategies for continuously creating opportunity in an age of uncertainty* by Rita Gunth Mcgrath ([HB615 .M3735](#))
- *Steve Jobs* by Walter Isaacson ([QA76.2 .J63 I83](#))

More titles are in the pipeline and will be added as they arrive.

Hurry in and help yourself to a few good books! Each title may be checked out of the library for 28 days.

*If you know of other good books with a business flavor please let us know. We would appreciate your feedback on this new initiative.*

[Back to top.]

**Business Library Adds Freedonia Focus and Simons OneView to Database Lineup**

The McLeod Business Library has added two new databases, Simmons OneView and Freedonia Focus, to its collection of business research sources. These are Internet-based computer programs that are available in the Business Library.

**Simmons OneView**

The Simmons OneView database replaces the older Choices 3 database. Although the newer OneView is Internet based it is similar to the Choices 3 database in that it provides similar information and functionality, and it can only be accessed from selected computers in the McLeod Business Library (it is not available through remote access). These computers are located in the Library Research Room (Rm. 2034A) in Alan B. Miller Hall. This restriction is due to the current licensing agreement.

Simmons OneView is the primary access to the Experian Simmons National Consumer Study (NCS). This database combines the research from Experian Simmons with analytic tools and reports to provide patrons with a single, complete view of consumers.

The Simmons OneView program accesses a wealth of marketing data collected from a comprehensive survey of about 30,000 American adults, which has been projected to reflect the general population. The Simmons National Consumer Study (NCS) is an annual survey of consumer buying habits and preferences, coordinated with demographic characteristics and with
media usage and audience. There are about 5,000 questions with 50,000 possible answers.

Accessing Simmons OneView

This program is available to all McLeod Business Library patrons. Patrons may access it by using one of the computer workstations in the McLeod Business Library in Alan B. Miller Hall. The database is installed on three individual computers and is not available remotely. The patron must come into the Business Library in order to use this database.

Using Simmons OneView

The program presents the results of your analysis in a spreadsheet type layout of columns and rows. So, in order to use the program you must first select the information to be analyzed and place it in the column and row boxes before running an analysis.

To run a Crosstab, which is the basic analysis, follow the steps below.

Selecting Columns and Rows

To select items for analysis, you must first find the question and its answers that pertain to your topic. The questions included in the survey are listed in a table of contents style format in the Dictionary Window on the left side of the screen. As a question is highlighted, the answers associated with it are displayed in the Answer Window next to the list of questions.

Highlight the answers you are interested in (i.e., demographics – Gender, Age, Race, Education, etc.) and grab the highlighted answer with your mouse pointer and drag them to the Columns box to the right.

For the rows, again select the question (i.e., product or service – such as Family Restaurants) that you want to analyze the use of. Highlight the answers you want and click and drag the highlighted answers to the Rows box, also to the right.

The Simmons OneView program will automatically use the entire universe (adult U.S. population) unless you choose to limit it. You may do this by selecting a Base (or Bases). Again, select a question/answer that will limit the analysis to a target population (i.e., male or female, or perhaps an age group). Select the Bases tab on the right side of the screen and then, with the answer highlighted, click and drag the highlighted answer to the Bases box.

Running an Analysis

Now you are ready to run an analysis. With items in the Columns and Rows boxes (and Bases box if desired) click on the Crosstab button in the Action Bar near the top of the screen. This will process your analysis and open the Crosstab Viewer.

The Crosstab Viewer will open with your analysis displayed. Each cell of the Crosstab displays information about the analysis. The sample size (number of people who responded to that question) for each item is given. Also included are the weighted number (the size of the population this item would apply to) the index (which is a number that gives an indication of how the weighted numbers in the cell differ from expected values) and various percentage numbers that indicate the user percentage of that cell compared to the whole group.

Graphing
The results of your analysis may also be displayed in an Excel chart. With the Crosstab displayed in the Crosstab Viewer, click on the **Export** button in the Action Bar. This will open the analysis in Excel.

**Other Options**

Simmons OneView will also help you configure a media plan for an advertising campaign. To do this you have to run an Interactive Press Reach and Frequency analysis. This analysis enables you to identify the number of people exposed to an actual number of issues of a specific magazine within a target market.

This program has more capabilities and options. The other functions available besides the Crosstab and Interactive Press Reach and Frequency include Private Eye, and Trend Analysis.

**Freedonia Focus**

Freedonia Focus is an entirely new database for the McLeod Business Library. This database is a product of the Freedonia Group, which is an international business research company that publishes more than 100 industry research studies annually. Freedonia Focus Reports provide insights into more than 18 industry categories through nearly 700 concise market research reports. Each report includes Freedonia’s industry outlook in approximately 18-25 pages of crisp, highly focused analysis.

Each Freedonia Focus Report provides access to a wealth of industry insights and analysis including: market size, product segmentation, market segmentation, product forecasts, industry composition, market leaders, and business trends.

**Accessing Freedonia Focus**

This program is available to all McLeod Business Library patrons. Patrons may access it by using one of the computer workstations in the Business Library in Alan B. Miller Hall.

Mason School of Business faculty, staff, graduate students, and undergraduate students with a Business major also may access the database through the Remote Desktop Connection program. If you do not have this program please contact the Mason School of Business Information Technology help desk for assistance.

Other members of the College of William and Mary community soon will be able to access Freedonia Focus through the Earl Gregg Swem Library web page. The database is being appraised by the Swem staff and a link in the databases page will be activated in the near future.

**Using Freedonia Focus**

Select the **Freedonia Focus** link on the McLeod Business Library database page. This will open an introduction page. Click on the **Click Here to Begin** button to enter the database.

This will open the **Home** page for the Freedonia Focus program. This page allows you search for reports or to browse for reports by industry or by region.

**Browse by Industry**

The industries covered by reports are listed in the Browse by Industry (USA) column. There are 18 selections in this column. Some selections cover more than one industry. For instance the last selection in the column is for Wood, Furniture and Fixtures. This selection opens the page for this industry with a table listing the reports that cover this area.
This particular industry group has five reports. The table lists the report title, date, description, number of pages, and other information. Each report row in the table has some links. The title is a link that will open a page with detailed information about the report. There are two buttons on this page (View PDF and Return to List) that will either open the report or return you to the list of reports.

There is also a link in the View Report column that will take you directly to the report. This is the same report that is opened when the View PDF button on the report description page is selected.

Each report is displayed in PDF format. You may print or save the report using the simplified Adobe Reader controls on the report page.

**Note:** It is recommended that you change the name of the file in the Save As window because there is the possibility that the report will be saved in an ASP.NET format. If you change the name of the file the report always will be saved in PDF format readable with the Adobe Reader program.

If there are reports about the topic covering other countries or a world scope there will be links for those reports in the last column.

**Browse by Region**

You may also browse for reports by region or country. The links in the last column on the Home page (Browse by Country/Region) are countries for which Freedonia Focus has reports. There are currently 15 countries listed as well as a World selection.

Clicking on a country name will open the page for that country, listing the industries in that country for which reports are available. Click on the industry name to open the page for that industry. This page has a table listing the reports available and is similar to the industry pages described above. There are links to the detailed description page for each report and links to the actual report. There are also links in the last column for reports for other countries.

**Search**

The Home page has a simple search function. To perform a search type a term into the Search Focus Reports data field and click on the Search button. This will open a search results page with your results displayed in two tables. The top table list reports found that have your search term in the title. The lower table lists reports that have your search term in the text of the report.

The tables list the title of the report, the date, description, pages and other information. The title is a link to the report page with detailed information about the report. The View link in the View Report column will open the report.

**New Book and Updated Serials in the McLeod Business Library**

The McLeod Business Library has received a new book and updates to some of our serials. Please refer to the gray section, Updated serials in the Business Library, below for a listing of these items.
The new book is the *2011 state of the future* published by The Millennium Project. As stated in the book’s Forward, “The purpose of futures research is to systematically explore, create, and test both possible and desirable futures in order to improve decisions. Decisionmaking is affected by globalization; hence, global futures research is needed to inform decisions made by individuals, groups, and institutions.” This book is designed to provide a view on global change.

It is the 15th state of the future report and contains the 15-year cumulative research and judgments of more than 3,000 people.

The report is in two parts: the printed book which contains distilled versions of the 2010-2011 research and a CD with complete details of the research over the past 15 years.

The serial *Hoover’s handbook of world business* profiles 300 major global enterprises. It is divided into four sections. The first section is a short explanation of how to use the handbook. The next section is a “List Lover’s Compendium” that lists companies in a variety of ways. Some examples are: the 100 largest companies by sales, the 100 most profitable, the 100 largest employers, and the world’s 100 largest public financial companies.

Next is the list of companies. Each profile is about a page in length and includes a description, history, list of executives some financials and more.

The last section has some indexes that group the companies by industry and headquarters location. The last index lists company executives.

The next book is *Hoover’s handbook of American business*. This book offers profiles of 750 major U.S. companies. These companies were chosen because of their important role in American business. Hoover’s researched all companies and organizations in the book and contacted many of the companies so the company could provide information. The book is intended to provide its readers with accurate and authoritative information.

**New Book and Updated Serials in the Business Library**


BUS. LIB. CB158 .A17 2011

BUS. LIB. CB158 .A17 2011 CDROM


BUS. LIB. HG4009 .H66 2011


BUS. LIB. HG4057 .A28617 2010

**Electronic Catalog**

All reference materials in the McLeod Business Library are listed on the Earl Gregg Swem Library electronic catalog (http://lion.wm.edu/uhtbin/webcat).

To find books held by the Business Library, narrow your search while using the Library Catalog by selecting **McLeod Business Library** from the **Library** data field on the search page. This will ensure that only materials held in the Business Library are searched and displayed on the results page.
The Library Reader

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Room 2034, Alan B. Miller Hall
The College of William & Mary
The Mason School of Business
Williamsburg, Virginia 23187
http://mason.wm.edu/about/library/
Charlotte Davis Brown, Director
Rebecca Rector, Business Reference Librarian
Bess Williams, Business Reference Librarian
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