Congratulations to the Graduating Class of 2012!

Special recognition of the Student Assistants in the McLeod Business Library who are graduating:

Stephanie Collins  
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Using McLeod Business Library Resources in Your Job Search
The McLeod Business Library has databases that help you in your job search.

Besides the databases that give you company financial and historical information and tell you how a company is doing, we have three databases that offer some special tools to help you locate the right match for you.

These databases are Reference USA, Plunkett Research Online, and Bloomberg Professional Service.

Reference USA
Reference USA is a directory of businesses, large and small, public and private, located throughout the United States. The database contains information on more than 14 million U.S. businesses.

The Welcome screen for this program has general information and the main link to open the U.S. Businesses database. The U.S. Businesses database opens with the Quick Search page, which
will give you very broad results and you may have numerous companies to page through looking for a particular company or group of companies.

To narrow your search for job hunting you should use the Custom Search function that is accessed by clicking on the Custom Search tab near the top of the page. The Custom Search page has 37 criteria in nine categories. This search function is used by first selecting the criteria you want to use in your search (i.e., Sales Volume, City, Primary SIC, etc.) by clicking on the check box next to the item. As each item is selected a special box with one or more criteria fields is displayed in the column next to the list of items.

**The Job Search**

Using the SIC and NAICS codes, geographic criteria and business size criteria (for example – you may use other criteria to suit your needs) you can target the type of business, size of the company (by number of employees or sales volume) and the location (either general or specific to a particular section of a city) you want to search.

As you enter search criteria into the data fields you may see how this affects the pool of companies. The initial pool is the full 14 million in the database. Each time you enter a criterion the pool will be reduced to include only those companies that meet that criterion. To view the new pool, click on the Update Count button on the right side of the screen.

You may do this until the number of companies in the pool is a low enough number that you can work with.

Clicking on the View Results button will open a table with 25 companies to a page. Clicking on a company will open that company’s Detailed Listing page. This page will give you the company’s address, phone number, SIC and NAICS lines of business and other information, including contact information.

Once you locate a list of prospective companies you can find each company’s address, phone numbers and other useful information. This is important in preparing lists of prospective job opportunities. Also, the contact information on the Detailed Listing page is very useful while preparing cover letters for resumes or applications.

**Job Search Example**

An example of a job search would be if you were looking for law offices in Phoenix, Arizona. On the Custom Search page you would select criteria for the Primary SIC, City, and Employees.

In the criteria data fields in the special boxes, enter the Primary SIC in one of the ten boxes provided. For attorneys the SIC would be 8111 (the NAICS code for law offices would be 54111002 – if you chose to use the NAICS instead of the SIC). Next select Arizona from the drop-down menu, and then select Phoenix from the list of cities. Finally you would select the size of the firm you would be interested in contacting. An example would be 10-19 employees.

Clicking on the View Results button will give you a list of about 105 hits for you to consider. Adjusting the criteria may reduce the number of hits. For example if you are familiar with the Phoenix area you might want to list zip codes for a specific area instead of the entire city. Also, you might want to consider larger or smaller offices (more or fewer employees).

Each Detailed Listing page will give you data about the company and contact information.

**Plunkett Research Online**
The Plunkett Research Online database has a selection of tools designed for job hunters. The home page has a **Job Seekers Resources & Tools** link near the top of the page. This will open the *Resources* page.

The *Resources* page offers a wealth of information to help you develop a strategy for a successful job hunt. This page has ten links to other pages with information. These links are:

- Job Market Trends
- Job Market Statistics
- Seven Keys to Research
- How to Apply for a Job Online
- Associations & Organizations
- Temporary Employment Agencies
- Links to Job Search Sites
- Occupational Outlook Handbook
- Career Guide to Industries, and
- Search for Employers

Each of these pages offers extensive information. For instance, the **Job Market Trends** link opens the *Market Research & Trends* page with ten articles about various aspects of the job market.

The right side of the *Home* page has useful links: **Look for a Job** and **Export a Prospect List**.

The **Look for a Job** link will open the *Look for a Job* page which has a brief overview of how to use Plunkett to help you with your job search.

The **Export a Prospect List** link will open a page with a brief description of how to use the Export Company Contacts section in each Industry Research Center to create a search for companies that meet criteria you select. The results may be exported to an Excel file or a text file.

**Bloomberg Professional Service**

The Bloomberg Professional Service (referred to simply as Bloomberg) offers a search feature so you can find companies that are currently hiring. Follow these guidelines to access this feature:

Type `<JOBS>` to locate the Bloomberg Career Center.

Use “95) Build Your Resume” to post information about yourself for recruiters.

Use “90) Job Search” to search for jobs.

Search by “Popular Categories” to find listings of jobs in any of the following areas:

- Accounting/Auditing
- Advertising/Marketing/Public Relations
- Banking/Consulting
- Finance/Economics/Analyst
- Information Technology/MIS
- Portfolio Management
- Sales/Traders/Brokers
- Insurance
- Legal
- Operations
Also under “90) Job Search”, use “Advanced Search” to search by Keyword (e.g., job title), narrow by Region, City, or Roles/Category. You may define the Minimum Salary you are expecting.

The following additional search criteria can also be used to narrow your search:

- Markets
- Industry
- Experience Level
- Degrees
- Skills
- Languages
- Certifications
- Expected Travel

Keep in mind that the more search criteria entered, the smaller the number of job postings retrieved in the search.

Job postings include job descriptions, contact information, and deadlines for applying.

**Accessing McLeod Business Library Databases**

All networked databases offered by the Business Library are available to all patrons. Patrons may access these programs by using one of the many computer workstations in the McLeod Business Library in Alan B. Miller Hall.

Mason School of Business faculty, staff, graduate students, and undergraduate students with a business major may access the Business Library databases by using 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.

The Bloomberg terminals are located in the McLeod Business Library, Room 2036. You must come into the library to use these terminals. There are also Bloomberg terminals located in the Financial Markets classroom.

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

The McLeod Business Library has added more than 30 new books and updated serials to our collection. We have also received a new DVD. Please refer to the gray section, New Books and Updated Serials in the Business Library, below for a complete listing of these items.

Some of these books, and the DVD, are summarized here:

The book, *Financial Statement Analysis: a Practitioner’s Guide*, is an “updated guide to the essential discipline of financial statement analysis.” This book provides “the analytical framework you need to scrutinize financial statements, whether you’re evaluating a company’s stock price or determining valuations for a merger or acquisition. This fully revised and up-to-date edition offers fresh information that will help you to evaluate financial statements in today’s volatile markets and uncertain economy, and allow you to get past the sometimes biased portrait of a company’s performance.” The book reflects the “changes in the financial reporting landscape, including issues related to the financial crisis of 2008-2009.” It “provides guidelines on how to interpret balance sheets, income statements, and cash flow statements” and “offers
information for maximizing the accuracy of forecasts and a structured approach to credit and equity evaluation.”

*Hoover’s Handbook of Private Companies* profiles 900 major U.S. private enterprises. 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.

The *Handbook of Research in International Marketing* is divided into four parts: Part 1 covers global branding issues; Part 2 insights into international marketing strategy; Part 3 cultural issues in international marketing research; and Part 4 harnessing the base of the pyramid (BOP) market.

The book *Trust and Technology in B2B e-Commerce: Practices and Strategies for Assurance* “focuses on various trust issues that emerge from deployment of various e-commerce technologies in inter-organizational relationships, including security, privacy, authentication, non-repudiation, quality of web interface, system performance and infrastructure, and environmental factors.”

“The Second Edition of *The Essential Guide to Internal Auditing* is a condensed version of the *Handbook of Internal Auditing*, Third Edition. It shows internal auditors and students in the field how to understand the audit context and how this context fits into the wider corporate agenda. The new context is set firmly within the corporate governance, risk management, and internal control arena. The new edition includes expanded coverage on risk management and is updated throughout to reflect the new IIA standards and current practice advisories. It also includes many helpful models, practical guidance and checklists.”

The *Stocks, Bonds, Bills, and Inflation: Market Results for 1926-2011* yearbook (for 2012) is published by Morningstar, Inc. “This book is a history of the returns on the capital markets in the United States from 1926 to the present.” In addition to the hard data the book provides a, “guide to using historical data to understand the financial markets and make decisions.”

The “hands-on guide”, *Cash Flow for Dummies*, “is your plain-English manual to cash flow basics. You’ll get valuable tips, techniques, and information on the fundamentals of cash management to maximize cash flow and understand how it affects the quality of your company’s earnings.”

The *Almanac of Business and Industrial Financial Ratios* is compiled by Leo Troy, Ph.D. This almanac is “the first step in helping to determine a company’s true measure of performance and value.” Information on companies and industries is based on comparative performance indicators and data. Industry data is divided into categories according to company size for precise benchmark comparisons.

The new DVD is *The Economics of Happiness*. It is “a documentary film about economic localization, a powerful strategy that can help heal our world from crisis -- our ecosystems, our societies, and ourselves.” This film “describes a world moving simultaneously in two opposing directions. As governments and big business continue to push for “growth” in the form of increased global trade, we’re seeing an increase in climate chaos, senseless war, fundamentalism, financial volatility, income inequality, and the consolidation of corporate power. At the same time, people around the world are resisting those policies, demanding a re-regulation of both trade and finance. And, far from the old institutions of power, communities are coming together to re-build more human-scale, ecological economies based on a new paradigm.”
New Books and Updated Serials in the Business Library

BUS. LIB. HD58.7 .H363 2011

BUS. LIB. HD8051 .E47 2011

BUS. LIB. HG173 .D66 2010

BUS. LIB. HF5681 .B2 E67 2009

BUS. LIB. HD2757.15 .G56 2010

BUS. LIB. HF5681 .B2 F772 2011


BUS. LIB. HD2324 .E528 2011

BUS. LIB. HD2324 .E53 2011

BUS. LIB. HD2425 .D46 2012

BUS. LIB. HG4057 .A28616 2012

BUS. LIB. HF1416 .I58 2010

BUS. LIB. HF5548.32 .G54 2011

BUS. LIB. HF5548.32 .M86 2012

**BUS. LIB. HF5415.1263 .H36 2012**


**BUS. LIB. HF5421 .A615 2012**


**BUS. LIB. HF5626 .I594 2012**

**BUS. LIB. HF5626 .I594 2012 CDROM**


**BUS. LIB. HF5681 .I55 V348 2011**


**BUS. LIB. HG3881 .O335 2010**


**BUS. LIB. HF5549.5 .I6 O347 2011**


**BUS. LIB. HF5668.25 .P53 2011**


**BUS. LIB. HG4501 .S7949 2012**


**BUS. LIB. HF5429.235 .U5 S54 2011**


**BUS. LIB. HC101 .A13122 2011**


**BUS. LIB. HD47.4 .T733 2012**


**BUS. LIB. HF5681 .R25 T68 2012**


**BUS. LIB. HA202 .U562 2012**
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.

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