The Library Reader

The Director and staff
of the
McLeod Business Library
welcome the new and returning students
of the
Mason School of Business

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OneSource Global Business Browser for Company and Industry Information

The OneSource Global Business Browser database, offered through the McLeod Business Library, is a good source of information about international companies (including U.S. companies) and industries. The database has information on more than five million international businesses. You may access financial data, marketing information and general information on each company. Most companies’ information also includes SWOT (Strengths, Weaknesses, Opportunities, Threats) analyses.

Accessing OneSource Global Business Browser

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 may access this database through the Earl Gregg Swem Library databases page. Go to the Swem home page and select Research from the header menu bar. This opens the Research page. Click on the Library Databases selection in the menu column on the left. This opens the Library Databases page. Select Business & Economics from the list in the main section of the page.
OneSource is accessed through the Reference USA database that will be on the list that is opened.

**Using OneSource**

Select the Reference USA or OneSource links on the McLeod Business Library database page. This will open the Reference USA database welcome page. OneSource is listed on this page. Click on the OneSource link to open the OneSource Global Business Browser database.

**Making a Search**

Once the OneSource database is opened you have four types of searches available to you. These are Company, Executive, Industry, and News & Articles. There is a search box for each type of search.

Enter a term into one of the search boxes and click on the search icon next to the box. The Company, Industry and News & Articles searches will open search results page specific to each search. The Executives search will open the Executive tab with your search term entered into one of the search boxes. Complete the rest of the search criteria selections and start your search. This will open a search results page with executives listed.

**Companies**

While searching for a company, your search results will open a list of companies that met your search criteria. There is a column on the left with selections that you may use to limit the search results according to country, state, city or ownership. Each company name on the list will open the company page for that company.

**Company Page**

The Company page opens with the Company Summary displayed. This selection gives you a general overview of the company information, including a business description, industry information, key executives, significant developments, news, a financial summary, and a stock snapshot.

The menu column on the left has more than 30 selections in four categories (Profile, News & Analysis, Filings, and Financials). Each of these selections will open a new page with more information.

The Profile section has selections for company information (including the Company Summary), information on executives, and a selection where you may generate a custom report (OneStop Report).

News & Analysis has selections for news stories, articles, competitors report, strategic initiatives, SWOT and peer analysis.

The Filings section has selections for SEC filings and annual reports.

The Financials section has numerous selections for financial data including financial reports from Reuters, ratio comparisons, geographic and business segments and income statements, balance statements and cash flows.

**Industries**

A search for industries will open an industry search results page. This page lists all the industries that met your search criteria. There is a column on the left with selections that you may use to
limit the search results according to source, sector or industry. Each industry name or NAICS code on the list will open the industry page for that industry.

Industry Page

The Industry page opens with the Industry Summary displayed. This selection gives you a general overview of industry information, including an industry description, industry activities, market research reports, top industry participants, news, and a geographic segmentation table and chart.

The menu column on the left has more than a dozen selections in three categories (Profile, Market Research, and Analysis). Each of these selections will open a new page with more information.

The Profile section has selections for industry information (including the Industry Summary), industry activities and related industries.

Market Research has selections for market research reports, industry profiles and reports from BMI, Freedonia, RMA and STAT-USA.

The Analysis section has selections for news, analysts reports, and peer analysis.

News & Articles

A search for news will open a search results page with a list of all news and articles found that met your search criteria. There are two sections in the list, one for news and one for articles. Clicking on the title of an article will open the full text of the article in a new page.

Executives

A search for executives from the Home page will open the Executive Search page under the Executive tab. This page has numerous criteria selections you may use to define your search. You are given the options to search Globally, the United Kingdom, Europe, or the Asia/Pacific region.

You may use this search page or view the results of your initial search by clicking on the View Results link near the top of the page.

This search (from the Home page) will be a broad search, usually with many executives. Using the Executive Search page criteria would allow you to narrow the search.

The results are displayed on an Executives Found page. This page lists all the people found in your search. The list includes the name of the executive and the company for which she or he works. The company name will open the Company page for that that company. Not all people’s names are active links. Those that are active will open the page for that executive.

User Guide

A user guide for this database is available in the Business Library and also electronically on the Business Library web site databases page (http://mason.wm.edu/about/library/databases/).

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McLeod Business Library Adds DVDs and Reference Books
The McLeod Business Library has added ten new DVDs as well as some new books and updated serials to our collection. Please refer to the gray section, New DVDs and Books in the Business Library, below for a listing of these items.

The new DVDs are:

*Target: Inside the Bullseye.* This DVD describes how, “balancing value and luxury, Target mimics the prices of a big box discounter while retaining the sense of an urban boutique. This CNBC Original documentary examines the strategy by which the company has avoided many of its competitors’ problems. The report provides an overview of Target’s 100-plus year history, spotlights Target’s prosperity today, and offers insight from CEO Gregg Steinhafel.”

*Enterprise and Entrepreneurship.* “This program explores the process of setting up a business enterprise by following the story of Olive—a dynamic young woman with a passion for social media. As Olive begins her own e-business in the competitive field of media monitoring, viewers learn just what it takes to be a successful entrepreneur, including careful research and planning, finding a niche market, promoting the new company, and more. Throughout the video an app developer, a graphic designer for go-karts, and a fashion designer share their insights into the challenges and rewards of starting their own business.”

*Planning Your Business: Research, Goals, and Business Plans.* “The old saying, ‘People don’t plan to fail, they fail to plan,’ rings especially true when it comes to creating a company. This video helps aspiring business owners plan to succeed, with advice from veteran entrepreneurs on clarifying goals, identifying the strengths and weaknesses of a potential enterprise, and establishing a realistic pathway to prosperity. Challenging the viewer to take a serious look at his or her own ability to take risks, manage an organization, and go toe-to-toe with competitors, the program offers insight into market exploration, determining a viable market niche, gauging the level of need for a product or service, learning about one’s customer base, and deciding on the most appropriate business structure. Writing a detailed and comprehensive business plan is also a major topic.”

*Data: Ethical Use and Storage.* “With the advent of the Internet, data has become available worldwide at the click of a button—including sensitive personal data. What is the potential for misuse of this information, and can users be sure that sites visited for online shopping, banking, and social networking are storing it safely? This program examines the transmission, storage, and use of electronic information, with the Australian Web site Seek serving as a case study. Seek’s security manager discusses commercial storage methods, privacy, maintaining back-ups, and the importance of keeping data safe from accidental or deliberate harm.”

*A Greener Workplace: Planning and Managing for Sustainability.* “Businesses across the globe are embracing an environmentally sensitive approach—not only to maintain credibility and protect the bottom line, but also to attract the best employees. This program explores policies, work habits, and advantages often found in green workplaces. Highlighting the overlap between environmental and corporate culture, the video introduces business leaders and sustainability experts who discuss eco-friendly strategies, best practices, and human resource concepts. A great teaching tool for up-and-coming managers and business owners—who must be increasingly in tune with sustainable and ecological thinking.”

*Understanding Brands.* “Why did Coca-Cola change its image after World War II? How did Oprah Winfrey become a marketable commodity? Are shoppers hapless victims of advertising,
or do consumers themselves influence a company’s merchandising decisions? This program shows how businesses combine an idea with a logo to create the “product personality” called a brand. Specific components of successful brands, the messages they convey, and the challenges that even a well-known enterprise such as Apple may face in defending its brand are all explored. Expert insights from the director of global marketing firm FutureBrand along with person-on-the-street interviews shed additional light on how and why brands entice consumers to buy.”

Financial Management and the Planning Cycle. “KPMG is one of the world’s largest professional services firms, providing audit, tax, and advisory services to businesses across the globe. Join KPMG’s Ben Skarrasbrek and Alexi Terrovex as they take us on a virtual tour of financial planning and management in large organizations. We start with common financial roles and duties, and establish the vital importance of developing good cash flow, liquidity and return on capital investment. Then we engage in an in-depth audit of the planning cycle, from addressing the current financial position and developing a business plan, through monitoring cash flows and financial reporting, to maintaining financial controls and minimizing risk.”

CNBC Titans: Steve Jobs. “Irrepressible, irascible, and iconic, Steve Jobs reigned as the undisputed king of Silicon Valley for the better part of three decades. CNBC offers a retrospective of Job’s career—including the creation of Apple, its ascent under his visionary direction, and the evolution of his management style, which, although famous for its confrontational nature, secured his legacy as one who dared to “Think Different.””

The Facebook Obsession. “Started by three kids in a Harvard dorm room, Facebook now boasts over 800 million users and affects society in ways many people haven’t realized. This CNBC Original documentary delivers a comprehensive look at how the Internet phenomenon began, evolved, and now influences everyday life—or, in some cases, not-so-ordinary life. Featuring case studies of events prompted by Facebook, including an account of a girl reunited with her birth mother as well as a woman who lost her job due to online postings, the program explores the intense privacy debate that Facebook has provoked while shedding light on the ubiquitous appeal of the Facebook profile—a template of self-expression deployed (in diverse ways) from your local police station to the White House.”

The Business Plan. “This program spotlights two very different small-business owners—a physical therapist and a performance artist—who have something very important in common: a business plan. Over the course of the video, Peter Dolan and Neda Rahmani talk about the key components of a business plan: the executive summary and overview, the operations plan, the marketing plan, and the financial plan. Expert commentary is provided by Nicole Donegan, a business growth adviser with 20 years’ experience in B2B and professional services marketing.”

The new books are:

In its 65th edition, Accounting Trends and Techniques compiles annual reporting and disclosure data. It provides accounting professionals a resource for incorporating new and existing accounting and reporting guidance into financial statements. Accounting Trends and Techniques offers descriptive guidance that includes current reporting requirements, statistical tables, illustrative examples and detailed indexes.

The Handbook of U.S. Labor Statistics (15th edition) provides a source of historical information about all aspects of labor and employment in the United States. The publication has more than
200 tables that present authoritative data on labor market statistics. Each section is preceded by a figure that calls attention to trends in the data. The introductory material also contains highlights of other important data. The tables in each section contain notes and definitions which contain descriptions of the data sources, concepts, definitions, and methodology from which the data are derived. There are also references to more comprehensive reports.

The seventh edition of the Encyclopedia of Management is an reference book covering a wide selection of management concepts. The book consists of essays covering the entire field of management, encompassing all the current theories and functional areas of this discipline. There are more than 300 essays included in the book. There are also a glossary and index.

The Oxford Handbook of Credit Derivatives covers the relatively new concept of credit derivatives. From the late nineties, the spectacular growth of a secondary market for credit through derivatives has been matched by the emergence of mathematical modeling analyzing the credit risk embedded in these contracts. This book aims to provide a broad and deep overview of this modeling, covering statistical analysis and techniques, modeling of default of both single and multiple entities, counterparty risk, Gaussian and non-Gaussian modeling, and securitization. The book features a comprehensive overview of modern credit modeling. It is written by leading academics and practitioners, including an introduction by Gillian Tett. There is clear and extensive coverage of theory and key equations and it has a definitive guide to current practice.

Another new handbook, the Handbook of Marketing Strategy, focuses on the strategy part of the general field of marketing. In this book, strategy is described as a “thoughtful plan by a company to produce desired outcomes in the marketplace vis-à-vis customers, channel members, and competitors.” This book is intended to be an important resource guide for researchers, doctoral students, practitioners and consultants. Toward that end, the book “provides a broad overview of marketing strategy with contributions from leading experts on the different facets of marketing strategy, including its evolution, competitor analysis, customer management, resource allocation, dynamics, branding, advertising, multichannel management, digital marketing and financial aspects.”

The Dictionary of Accounting and Finance “provides clear and simple definitions of more than 9,000 international finance and business terms.” It is designed to “help the user understand both basic and complex finance terms from around the world.”

The book, Are You Smart Enough to Work at Google?: Trick Questions, Zen-like Riddles, Insanely Difficult Puzzles, and Other Devious Interviewing Techniques You Need to Know to Get a Job Anywhere in the New Economy, “guides readers through the surprising solutions to dozens of the most challenging interview questions. The book covers the importance of creative thinking, ways to get a leg up on the competition, what your Facebook page says about you, and much more.”

The author of Money and Power: How Goldman Sachs Came to Rule the World discusses Goldman Sachs and the controversy behind its success. “From the outside, Goldman Sachs is a perfect company. The Goldman PR machine loudly declares it to be smarter, more ethical, and more profitable than all of its competitors. Behind closed doors, however, the firm constantly straddles the line between conflict of interest and legitimate deal making, wields significant influence over all levels of government, and upholds a culture of power struggles and toxic paranoia.”
Financial Origami: How the Wall Street Model Broke “presents a few, simple ideas that explain the main events that shaped financial markets, firms, and products over the past 40 years and broke Wall Street over the past three. It examines the evolution of Wall Street, shows the logical sequence of events that brought us to this point, and presents some ideas for how to fix it.”

New DVDs and Books in the Business Library

**New DVDs**


**BUS. LIB. VIDEO HD 30.255 .G74 2010 DVD**


**BUS. LIB. VIDEO HD 69 .B7 U534 2010 DVD**


**BUS. LIB. VIDEO HF 5415 .F493 2011 DVD**


**BUS. LIB. VIDEO QA 76.2 .J63 C5 2011 DVD**


**BUS. LIB. VIDEO HG 4026 .F56 2011 DVD**


**BUS. LIB. VIDEO HM 743 .F33 F236 2011 DVD**

Kane, Kevin (2011). *Target: Inside the Bullseye.* New York: Films for the Humanities and Sciences. (43 minutes)

**BUS. LIB. VIDEO HF 5465 .U64 T375 2011 DVD**


**BUS. LIB. VIDEO HB615 .E58 2011 DVD**


**BUS. LIB. VIDEO QA 76.9 .D3 D37 2011 DVD**


**BUS. LIB. VIDEO HD 30.28 .B8525 2010 DVD**

**Books and Serials**


**BUS. LIB. HF5621 .D533 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.

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**Guidelines for Faculty Placing Materials on Reserve**

The McLeod Business Library offers a reserve disbursement service to provide students with reliable, equitable access to materials that the faculty requires students to use as part of their course readings. To ensure that materials you want your students to use are on reserve when they need them, please note and observe the following:

- Each faculty member, or his/her designated person, is responsible for delivering all materials and reserve forms to the McLeod Business Library. Please note that placing materials in the
McLeod Business Library mail slot will delay processing, direct delivery is much more effective.

- Reserves are processed in the order in which they are received. The process involves placing identifying labels and security devices on the materials and entering the materials into the Swem Library electronic cataloging system. This process takes time.

- To ensure that your material will be available on reserve by the first day of classes, it is very important that you deliver the materials to the McLeod Business Library at least one week prior to when it will be needed by your students. If materials are received later than this, there may be some delays before the material is available for your students’ use. It will be a great help to us if you bring all materials for a course at one time.

- After you have submitted your materials, please hold deletions and additions to a minimum. However if it is necessary for you to add material to your list, please bring it to the McLeod Business Library at least 24 hours before you announce to the class that it is on reserve. This will alleviate the possibility of confusion for your students and McLeod Business Library staff.

- If you have questions about the McLeod Business Library Reserve policies or about the status of your reserves, please call Charlotte Brown (1-2916) or write charlotte.brown@mason.wm.edu

Include the Following Information on Your Reserve Form:

- Professor’s name, course name and number
- Reserve classifications and loan periods
  1. Desk reserve: used in the Business Library only, two-hour loan period
  2. 24-hour reserve: circulates outside the Business Library 24 hours from the time checked out.
- Semester for which material is to be reserved.

Photocopies placed on reserve must be in a labeled folder. It is the responsibility of the professor to provide the folder – you may obtain folders, expandable files, or notebooks from the person who issues your supplies.

Personal copies of books, videos, or software may be placed on reserve*. For the protection of your materials, reserve labels and security devices will be attached to the items.

All items will be removed from reserve at the end of each semester unless prior arrangements have been made with the McLeod Business Library director to retain the materials indefinitely.

Please note that items placed into reserve must be processed out of the system when they are removed. This also takes time and items should not be requested on short notice. The student on duty at the reserve desk cannot process these items out of the system.

*Reasonable care will be taken with their use, but the McLeod Business Library Staff will not accept responsibility for the loss or mutilation of reserve materials.