AdSpender and NetAdvantage Join the McLeod Business Library Databases

AdSpender

NetAdvantage

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AdSpender and NetAdvantage Join the McLeod Business Library Databases

The AdSpender database is a tool that allows you to view a top-level summary of the multimedia advertising marketplace. This database monitors advertising expenditures and occurrence information for more than three million brands across 18 media. You can look up how much was spent on advertising for a particular product in a variety of media (e.g., TV, Magazines, etc.).


Accessing These Databases

These programs are available to all McLeod Business Library patrons. Patrons may access them 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 may access the databases 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.

NetAdvantage is also available to other members of the College of William and Mary community who 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. NetAdvantage will be on the list that is opened.

Using AdSpender
After you have opened the AdSpender program you must create a report (or open an existing report) to access the advertising data. You may open an existing report by selecting a report from the list in the My Reports box on the database Home page and clicking on the Run icon for the report. This will open the report in the Report Viewer section of the database.

To create a new report, click on the Custom Report selection in the menu column on the left side of the screen. This will expand the Custom Report menu to display a submenu and open the Media page.

Creating a new report is a six-step process. Each selection in the sub menu will open a different step of the process.

Step one is selecting the media (e.g., TV, magazines, radio, etc.).

Step two is setting up the time period for the report coverage.

Step three is where you set up the product set. This is done on the Product Set Search and Select page. You may search for products according to categories or products. Category selections include Global Product Groups, Industries, Categories, and more. Product selections include Ultimate Owners, Parents, Subsidiaries, Advertisers, and more.

A search for products is performed using one of these selections and a search term. The results of this search are listed below the search function. You then select the items you want in your report and move them to the Selected box. These are the items on which your report will give you advertising data.

Step four is setting up the format for your report.

Step five allows you to select various options in the display of your report.

Step six is a summary of the report criteria.

If you are satisfied with all your selections you may finish the process by clicking on the Run Report link on this page.

This will open the Report Viewer page. This page lists all the existing reports, with your new report at the top of the list. However, it will take a few minutes for the report to be generated. In the meantime the report is listed as “Submitted.”

The report list will not automatically change to indicate the report is complete. You must refresh the display from time to time to see if the report has been completed. Once it is you will then have the option to view it, open it or export it.

You have the option to view it in PDF format using Adobe Reader or export it to Excel.

Using NetAdvantage

NetAdvantage allows you to search electronically for data on companies, industries, and mutual funds supplied by Standard and Poor’s.

Companies

You may search for company information using the search function on the Company Research page under the Companies tab.
The search feature allows you to search various resources within the database, including Company Profile, Register of Public Companies, Stock Reports, Register of Private Companies, Register of Executives, and more.

Select the resource you want to search, enter a search term and click on the search icon.

This will open a search results page listing the companies that met your search criteria. Clicking on a company name will open the Company page for that company.

Company Page

The Company page displays information about the selected company. The menu column on the left has a long list of data you may view. This includes the Company Profile, Vital Statistics (including valuation, stock splits, financials, and more), Stock Reports, Corporation Records, and more.

As each selection is clicked on the data for that selection is displayed in the main viewing area of the screen.

Industries

The Industries tab allows you to search the database for information about selected industries. The industries included in the database are listed on a long menu. Select the one you want to view and click on the search icon. This will open the Industry Survey page for that industry.

The Industries tab also has a search feature for Global Industry Surveys. You may use this feature to search by region and industry. The regions and industries are selected from menus. After making your selections click on the search icon. This will open the survey for that industry specific to the selected country.

Mutual Funds

The Mutual Funds tab allows you to search for data on mutual funds. The Fund Research page includes a search feature where you may search using either a name or ticker. Click on the search icon when you have entered your search term. This will open a search results page listing the funds that match your search criteria.

Clicking on a fund name will open Fund page for the selected fund.

The Fund page displays information about the selected fund. The menu column on the left has a list of data you may view. This includes the Fund Profile (including price chart, S&P ranking, performance, and more) and a Fund Report in PDF format.

As each selection is clicked on the data for that selection is displayed in the main viewing area of the screen.

Financial Education

The Financial Education tab has a selection of training programs and information sheets to help you understand various aspects of finance.

User Guide

User guides for these databases are available in the Business Library and also electronically on the Business Library web site databases page (http://mason.wm.edu/about/library/databases/).
New Books in the McLeod Business Library Reference Collection

The McLeod Business Library has added some new books to its reference collection. These include texts on using Management Information Systems (MIS) and information technology. The library also added a handbook from the Department of Labor and a dictionary of banking terms. Please refer to the gray section, New Reference Books in the Business Library, below for a listing of these items.

The *Dictionary of Banking Terms*, now in its sixth edition, is packed with detailed information and is designed to be a reference source for business students, business managers, and general reader. It offers advice and information on banking and commercial banking practices.

The Department of Labor has released its *Occupational Outlook Handbook* for 2013-2014. This book describes 250 occupations which cover approximately 107 million jobs. Each description covers the average salary; qualifications, education, and training needed; a job outlook; and what a person in each job is required to do.

Two books were written by Dr. Edward L. Felton, Jr. of the Mason School of Business. These are:

*Making Ethical Decisions in the Workplace* is a collection of management case studies describing real situations faced by managers in the workplace. Felton states that ethical situations are not “special” but are an integral part of every management decision and behavior.

His other book, *Food Industry Management and Economic Development*, was co-authored with Felton’s son, Thadford Felton. This book explores the relationship between the public and private sectors (both international and local) in managing the problem of feeding the growing world population.

*Fluency with Information Technology: Skills, Concepts and Capabilities* is in its fifth edition. This book deals with the fundamental ideas of computing. Although the current generation knows how to use computers and computer applications they don’t always understand the technology behind what they are using. This book is designed to help students understand computing. Ideally this will assist them to be able to conceptualize how computers can be used effectively.

*Using MIS* (fifth edition) is designed to be used in the classroom. It describes key Management Information Systems skills for business professionals, why organizations create and use information systems (e.g., gain competitive advantage, solve problems, support decisions), defines essential data communication concepts and terms, and much more.

The book, *Exploring Management*, is in its third edition. This book provides information about core management concepts. “The primary goal of this edition of *Exploring Management* is to help build core management competencies for today’s global and more complex workplace, including issues related to planning, organizing, leading, and controlling.”

“The goal is to promote critical thinking and the ability to make sound business decisions using managerial theory.”

New Reference Books in the Business Library

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**Dictionary of Banking Terms**

- Sixth edition
- Packed with detailed information
- Reference source for business students, business managers, and general reader
- Offers advice and information on banking and commercial banking practices

**Occupational Outlook Handbook**

- For 2013-2014
- Describes 250 occupations
- Covers average salary, qualifications, education, training, job outlook, and job responsibilities

**Making Ethical Decisions in the Workplace**

- Collection of management case studies
- Describes real situations faced by managers
- Ethical situations are not “special”

**Food Industry Management and Economic Development**

- Co-authored by Dr. Edward L. Felton, Jr.
- Explores the relationship between public and private sectors

**Fluency with Information Technology: Skills, Concepts and Capabilities**

- Fifth edition
- Deals with fundamental ideas of computing
- Helps students understand computing

**Using MIS**

- Fifth edition
- Designed for classroom use
- Describes key Management Information Systems skills

**Exploring Management**

- Third edition
- Provides information about core management concepts
- Helps build core management competencies
- Supports critical thinking and sound business decisions

**BUS. LIB. HF5387.5 .U6 F45 2012**


**BUS. LIB. HD9000.5 .F45 2012**


**BUS. LIB. HG151 .F57 2012**


**BUS. LIB. HD30.213 .K76 2013**


**BUS. LIB. HD31 .S33248 2012**


**BUS. LIB. T58.5 .S645 2013**


**BUS. LIB. HF5381 .A1 036**

**Electronic Catalog**


To find books held by the Business Library, narrow your search while using the Library Catalog by selecting McLeod Business Library from the Library box menu 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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**McLeod Business Library Continues to Add New Popular Titles**

The McLeod Business Library has added more than 30 new titles to its steadily growing collection of popular fiction and non-fiction titles. These books may be checked out and taken away from the library for leisure reading in your own comfortable setting.

The check-out period for all of the popular titles is 28 days, and the books may be brought back and rechecked out if you have not finished reading your selection before it is due to be returned.

The popular collection is housed in the Library Research Room (Rm. 2034A) on two separate sets of bookshelves. Please come in and browse the shelves for a title that interests you. With more than 100 books we are sure to have something just for you.
The following is a selection of the books recently added:

*Quiet: The Power of Introverts in a World That Can’t Stop Talking* by Susan Cain (BF698.35 .I59 C35 2012)

*Suits: a Woman on Wall Street* by Nina Godiwalla (HG4534 .G62 2011)

*The Real Crash: America’s Coming Bankruptcy – How to Save Yourself and Your Country* by Peter D. Schiff (HC106.84 .S35 2012)


If you know of other good books with a business flavor please let us know. We would appreciate your feedback on our popular collection.

**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).

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**How to Start Your Research**

Have an assignment and don’t know where to start? Come to the McLeod Business Library and ask, or you can email (BusinessLibrary@mason.wm.edu) or call (757-221-2916). You may also make an appointment!

As a start you may look at Frequently Asked Business Research Questions on the McLeod Business Library’s web site.

- You’ll find suggestions of databases to use for specific company, industry, marketing, and global business research. [http://mason.wm.edu/about/library/businessfaq](http://mason.wm.edu/about/library/businessfaq)

**Look at Research Guides**

- Handouts (found on the window wall in the Library Research Room (Rm. 2034A))
- On our website [http://mason.wm.edu/about/library/subjects](http://mason.wm.edu/about/library/subjects)

**Research Tips**

Make a list of key terms to use in your research – company name, product, business term, industry sector, geography, etc. As you find relevant information, note additional terms to use.
If your topic or terms are still unclear, start with **EBSCO Business Source Complete**, **ProQuest ABI/Inform**, or **Factiva** to gather background information.

For more focused searching:

- Use **AND** to link terms for a narrower/more specific search, e.g., “apple AND computer” will find articles that contain both terms.
- Use **OR** to link like terms together to broaden your search, e.g., “college OR university” will find articles that mention either term.

Be sure to check the DATE and SOURCE of all reports and data.

If you are doing INDUSTRY research, it helps to have the NAICS and SIC codes.

- Search your industry in the **First Research** database. The code is at the top.
- If you can’t identify the industry but you have a company name, search **Hoover’s** or **Mergent Online** databases. The SIC and NAICS codes will be listed in the company report. These databases also include information on PRIVATE companies.
- No luck? Do a Google search on your company’s name and NAICS. Manta.com will often have the codes.
- Search your company’s website to find out what it does and then do a Google search with those terms and “NAICS code”. For example: “nonprofit health NAICS code”.
- There are other ways to search for the code if that doesn’t work. Please ask us for help.

For additional tips on conducting research, check out Swem Library’s “Research a Topic” [http://swem.wm.edu/instruction/getting-started.cfm](http://swem.wm.edu/instruction/getting-started.cfm).

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