Congratulations to all of the Graduating seniors, 
especially these who work in the McLeod Business Library:

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Using McLeod Business Library Resources in Your Job Search

The McLeod Business Library has some databases that can help you in your job search.

Besides the databases that can 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

The Reference USA database is basically a directory that can locate all businesses in a specific area that meet your particular requirements. Once the businesses are listed, each business file gives you the names and contact information of important people in the company.

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 information is developed from the following resources: more than 5,600 yellow page and business white page telephone directories; annual reports, 10Ks and other Securities and Exchange Commission reports; national, state and municipal government data; chamber of
commerce information; leading business magazines, trade publications, newsletters, major newspapers, industry and specialty directories; and postal service information including National Change of Address updates.

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 40 criteria in nine categories. This search function is used by first selecting the criteria you want to use in your search (e.g., 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 boxes is displayed in the column next to the list of items.

As you enter search criteria into the boxes 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.

**The Job Search**

The Custom Search page can be very useful when you are conducting a 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.

The fact that once you locate a list of prospective companies you can find each company’s address, phone numbers and other useful information 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.

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 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, and
- Search for Employers

Each of these pages offers extensive information concerning the topic area indicated by the page name. 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 for companies that are 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 Job 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 electronic databases offered by the Business Library are available to all patrons. Patrons may access this program 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.

**User Guides**

As with all electronic databases in the Business Library, there are user guides available to help you find the information you are seeking. User guides for Reference USA and Plunkett Research Online are located in the Business Library and electronically on the Business Library web site Business Databases A-Z page [http://mason.wm.edu/about/library/databases/index.php](http://mason.wm.edu/about/library/databases/index.php).

While there is no locally produced user guide for the Bloomberg Professional Service program help to get you started is available. Please ask at the McLeod Business Library Information Desk for assistance.
New Books in the McLeod Business Library Reference Collection

The McLeod Business Library has added some new books, and updated some of the serials, in its reference collection. These include texts on using Microsoft Office 2010; consumer information for Europe, the Middle East and North Africa; marketing data and statistics for Europe; information about the United States including statistical information about places, America’s ranking in various areas, and a directory on business information; marketing on Facebook; and finance. Please refer to the gray section, New and Updated Reference Books in the Business Library, below for a listing of these items.

Facebook Marketing All-in-One for Dummies tells you “why your business needs a Facebook presence, how to set up a powerful page, ways to engage your customers, and how to analyze your results. From identifying your customer to involving your audience with events and contests, this guide has it all!”

The Stocks, Bonds, Bills, and Inflation: Market Results for 1926-2012 yearbook (for 2013) 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 finance book, Finance Essentials: The Practitioner’s Guide, “is aimed primarily at those serious about the importance of continuous education from university through their entire careers. It is excellent background reading, and focuses on key knowledge areas that a finance professional needs to do his job well.”

Three books are from Euromonitor International:

The first, European Marketing Data and Statistics: 2013, provides statistical data on demographic trends and forecasts and other areas for European countries (both east and west).

The second book, Consumer Europe: 2013, is Euromonitor’s compendium of pan-European market information. This edition includes Eastern Europe and features forecast data along with the usual historical time series.

The third book, Consumer Middle East and North Africa: 2013, (formerly the New Arab Consumer) provides pan-Middle-Eastern market information. This newest edition now includes Israel. This book features forecast and historical data.

Places, Towns and Townships is in its fifth edition. This book contains statistical information about places and people in the United States. It covers all incorporated places, census designated places, and consolidated cities.

Another book with statistical information about the United States is America’s Ranking Among Nations. This time the data puts the U.S. in perspective with the rest of the world. There are chapters on demographics, education, economy, trade, employment, energy and more. More of these are dual chapters with one covering the U.S. and the other the U.S. vs. the world.

The Directory of Business Information Resources is a reference book for business researchers. This edition has more than 23,000 listings, which include name, address, key contacts and more.
Microsoft Office 2010 is a textbook for students to help them learn to use Microsoft Office and get the maximum benefit from it for enhancing management of a business.

New and Updated Reference Books in the Business Library

BUS. LIB. HA214.D86 2013

BUS. LIB. HD7022.C68

BUS. LIB. HC415.15.Z9 C66

BUS. LIB. HA1107.E87

BUS. LIB. HA203.P58 2013

BUS. LIB. HD2425.D46

BUS. LIB. HG4501.S7949 2013

BUS. LIB. HF5548.4.JM525 M52498

BUS. LIB. HG4026.F33 P67 2013

BUS. LIB. HM743.F33 P67 2013

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 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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New DVD in the McLeod Business Library

The McLeod Business Library has received a new DVD to add to its collection. This DVD contains a segment of the 60 Minutes TV program that aired on January 6, 2013.

Titled Design Thinking, the content shows how, “David Kelly and his Silicon Valley company IDEO have used an innovative approach to human-centered design to create some of the world’s most iconic products, like the stand-up toothpaste tube and the computer mouse for Apple. Charlie Rose profiles the man and his company.”

Details for this DVD are:


BUS. LIB. HD53 .S59 2013 DVD

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McLeod Business Library Continues to Build Its Popular Collection

More than 30 new titles have been added to the McLeod Business Library 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.

You may find the popular collection on two bookcases in the Library Research Room (Rm. 2034A). You are most welcome to come in and browse the shelves for a title that interests you. With about 180 books we are sure to have something just for you.

The following is a selection of the books recently added:

* Predictive Analytics: the Power to Predict Who Will Click, Buy, Lie or Die by Eric Siegel (H61.4 .S54 2013).


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/uhubin/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 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.