The Library Reader

Congratulations
to the
McLeod Business Library student assistants who are graduating in May

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Hoovers database gets major update

The Hoovers database, part of the McLeod Business Library electronic resources, has received a major update. The user interface has been completely revised and the company and industry page displays given a new look and operation.

The Hoovers database offers a business-oriented perspective on topics such as company, industry and people information. There is data on more than 70 million companies and 85 million people. This program includes company profiles, lists of competitors, key people, competitive landscapes, comparison data, detailed annual financials, detailed quarterly financials, historical financials, and market data.

Accessing Hoovers

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 or the Peninsula Center in Newport News.
Mason School of Business faculty, staff, and graduate students also may access the database by using your personal Business School accounts 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.

Using Hoovers

The Hoovers database opens with a simple search function. You may search all categories by entering a search term into the data field and clicking on the Search button. This will open a search results page with categories for companies, people and industries. Each section will have lists of items that match your search term.

The search function has tabs for Companies, People and Industries. Clicking on one of these tabs and entering your search term into the data field will produce results targeting only the category you selected. The results page will list only the items that match your search term and the category in which you were searching.

The opening page also has a Build A List function that allows you to conduct an interactive search that displays the number of companies that meet your criteria as each criterion is created. This is particularly useful because if you create a search that is too restricted you will know right away that no companies meet your criteria. You then have the option to remove some criteria until the interactive number shows that there will be companies in your final results list.

Company Record Page

Selecting a company name from a results list, or from a competitors list, will display the Company Record page for that company. This page is your entry into all the data the Hoovers database has on your selected company.

The Company Record page has menu selections for About This Company (with three items in a submenu), Financials (with six items in a submenu), Competition (with two items in a submenu), Industry Information, Historical Events, Stock Quote & Chart, News & Press, Financial Market Data, Products & Operations, Earning Estimates, and People & Contacts.

Clicking on one of these selections, or a selection from one of the submenus, will open a page with information and data pertinent to the selected topic. The Company Overview selection of the About This Company submenu is the opening display when the page first opens. This page has a brief description of the company, a listing of key information, key people and key financials. More information is included in other categories including stock quotes and competitors.

The Financials submenu has selections for Financial Summary, Balance Sheet, Cash Flow, Income Statement, Historical Financials, and SEC Filings. Each of these selections opens a page with detailed financial information.

The SEC Filings selection will open the SEC Filings page. This page has a table showing all the SEC forms included in the database that pertain to the company you are researching. The title of the form in the Form Type column is a link to the actual form. The form will be opened in a new window.
**Industry Record Page**

Selecting an industry name from one of the many instances in which industries are listed in the database will open the Industry Record page for the selected industry. Industries are listed on industry search results pages, company record pages, the Browse Industry feature that is part of the Industries search feature, and other places throughout the database.

The Industry Record page has links to information that includes an overview page with general information, a listing of associated industry codes, news and press releases concerning the industry and a list of companies that do business in that industry.

**Build A List**

The *Build A List* page takes a few moments to load because the program analyzes the database to configure the total number of companies being searched. This number is displayed at the bottom of the page. With no criteria selected you are looking at the total database. As you make criteria selections the number changes to reflect the number of companies currently included in your results list.

The criteria are divided into groups under eight topics. You may display the criteria in each topic by clicking on the topic name or + icon next to the topic name. You may have more than one topic open at a time.

The topics are **Company Location**, **Company Information**, **Industry**, **Company Size**, **Financial Information**, **IPO Data**, **People**, and **Keywords**.

Once you have selected the criteria you need, click on the **View Results** button at the bottom of the page to open a results page to view the list of companies that were included in the number at the bottom of the page.

**User Guides**

As with all electronic databases in the Business Library, there is a user guide available to help you find the information you are looking for. User guides for this program are located in the Business Library, Peninsula Center and also electronically on the Business Library web site databases page (http://mason.wm.edu/about/library/databases). The user guide for this database is http://mason.wm.edu/about/library/documents/hoovers.pdf.

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**The Business Library now has Resource Guides on the Swem web site**

If you need help looking for information on a particular business topic while doing your business research the Business Library has a new electronic resource you can utilize.

Alicia Phinney, the Business Reference Librarian, has created some Resource Guides to help assist you in your business research. The guides are on the Earl Gregg Swem Library web site’s Campus Guides page (http://guides.swem.wm.edu/).

The Business Library guides may be found by clicking on the **Business** selection in the Browse by Subject box on the Guides page. This will display the guides created for the Business Library in the section below the Browse by Subject box.
As of this writing there are five guides available: Accounting, Entrepreneurship, Global Business Etiquette, Management and Marketing.

Clicking on one of these titles will open the guide where you will see a series of tabs across the top of the page. Information on each subject area is provided such as useful databases, print resources, and Internet links. There is also a feedback section where you can comment on the information provided and let us know how we can make this resource more helpful to you. For further convenience, there are also links provided if you can access a database remotely.

These subject guides will continually be updated so you can be sure current information is available and we hope this new resource is helpful to you.

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New copier/scanner in the Business Library

The McLeod Business Library has added a new feature to the services provided for our patrons. The old copier was recently replaced with a new model that has a new scanning capability and enhanced copy features.

Scanner

The new copier is linked to the School of Business network, which allows patrons to scan an image and e-mail it to a specific address. Instructions for using the scanner are attached to the machine.

There is no charge for using the scanner.

Copies

The copier now has the ability to produce two-sided copies. This in addition to the features of the old copier that include enlarging or reducing the size of the original and copying onto two sizes of paper (letter and legal).

Copies are still only five cents each, regardless of the size of paper. This means five cents for each pass of the copy scanner. So a two-sided copy would cost ten cents (five cents for each side).

Patrons may pay by using their College of William and Mary Express Card (a William & Mary electronic card reader is attached to the copier) or with cash. Credit cards or debit cards cannot be used with this system.

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New and Updated Books and Serials in the Business Library

The McLeod Business Library has added new books and updated some serials in the collection. Please refer to the gray section, New and updated books in the Business Library, below for a listing of these items.

The new books include the following:

*The Jossey-Bass handbook of nonprofit leadership and management* presents the most current research, theory, and practice in the field of nonprofit leadership and management. The book has
increased coverage in three areas: 1) the challenges that confront all nonprofit leaders and managers with regard to accountability, transparency, and the increased pressure to demonstrate outcomes; 2) the evolving phenomenon of social entrepreneurship and its implications for nonprofit leadership; and 3) the changes in the financial structure and environment of the nonprofit sector.

A book on marketing is, *How to write a marketing plan*. This book follows the step-by-step development of a marketing plan for a fictitious company. The reader is shown in detail how to perform the different steps in marketing planning.

*The directory of executive & professional recruiters: 2011-2012* describes itself as the most complete and comprehensive listing of recruiters available. The book includes listings of more than 5,900 search firm locations as well as more than 12,400 key recruiters. The firm listings include cross indexes by job function, geography, industries and services offered. The book can be used to manage your career over the long term or facilitate an immediate career change.

A part of the Vault career library, *the Vault guide to finance interviews* helps the reader prepare for an interview to land a job in the finance industry. This book will familiarize the reader with the questions she or he will likely receive during the course of such an interview.

The updated serials include the following:

*Research alert yearbook*. The editors of the *Research Alert Yearbook*, “examine the overarching consumer trends of the prior year and consider where they will likely lead in the coming months.” The book is divided into numerous chapters, including automotive, entertainment, food, homes, human behavior, mobile media and many others. The chapters are loaded with tables and graphs to give you a concise image of the data presented.

The book, *Not-for-profit accounting, tax & reporting requirements*, attempts to, “help bookkeepers, managers, volunteers, and auditing CPA firms working with trade associations, professional associations, charities, chambers of commerce, and other not-for-profit organizations,” understand the differences between the environment of not-for-profit organizations and commercial organizations. The book is divided into 18 chapters, each one covering different forms, issues and organizations.

*The directory of business information resources*. This book has more than 22,000 listings that detail the associations representing each industry; the newsletters that keep members current; the magazines and journals that are important to the trade; the conventions that are “must attends;” along with the databases, directories and industry web sites that provide access to must-have marketing resources.

*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.

*Hoover’s handbook of emerging companies* profiles “America’s most exciting growth enterprises.” The 600 companies in this book were chosen because they had sales between $10 million and $2.5 billion. The criteria included sales growth and profitability. All reported at least three years of sales and have sustained annualized sales growth of more than 7%. This book includes a master index for all 2011 Hoover’s handbooks.
The *Stocks, bonds, bills, and inflation: market results for 1926-2010* yearbook (for 2011) 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 hard data the book provides a, “guide to using historical data to understand the financial markets and make decisions.” For the 2011 edition the editors organized the highlights of 2010 into, “more relevant sections, including: Economic Overview, Governmental Change, Selected Country Highlights,” and more.

**New and updated books in the Business Library**

**BUS. LIB. HG173 .V28 2008**

**BUS. LIB. HF5415.33 .U6 R47 2011**

**BUS. LIB. HD2425 .D46 2011**

**BUS. LIB. HG4057 .A28618 2011**

**BUS. LIB. HG4057 .A28616 2011**

**BUS. LIB. HF5549.5 .R44 D58**

**BUS. LIB. HG4027.65 .M363 2010**

**BUS. LIB. HG4501 .S7949**

**BUS. LIB. HF5415.1265 .R526 2010**

**BUS. LIB. HF5415.13 .W48 2011**

**Electronic Catalog**

All reference materials in the McLeod Business Library are listed on the Earl Gregg Swem Library electronic catalog ([http://lion.wm.edu/uhb-bin/webcat](http://lion.wm.edu/uhb-bin/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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