The Library Reader

The Director and staff of the Business Library would like to extend a warm welcome to the new and returning students of the Mason School of Business.

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Welcome to the New McLeod Business Library

With the move into the new Mason School of Business facilities in Alan B. Miller Hall the McLeod Business Library has entered into a new phase of its existence. The library’s location just off the Brinkley Commons atrium on the second floor positions it to become the center of faculty and student research activities. No longer do students have to cross the street, or faculty members have to go to the “basement,” to make full use of the business research resources the library has to offer.

Walking through the wide double doors of the entrance brings you into the main room with the information/reserves desk. Here you may browse the stacks or read an article or two from the selection of business-topic periodicals and newspapers.

Reserves for class work may be checked out from the staff member at the information/reserve desk. These materials are put on reserve by professors who have books, videos, or other items that they have for required or extra work for their classes. The materials may be checked out for use in the library’s three rooms. (Some reserves may be checked out for use outside the library but this is at the discretion of the professor.)

The next room is the Library Research Room. This is where patrons may use the 28 carrels for study or research using the more than 20 databases or business reference materials. Some of the carrels are set up with desktop computer workstations so patrons may use the library’s resources, especially if they do not have their personal computers with them.

This room has a dedicated library catalog computer for searching the college’s collection for research materials. All of the Business Library’s reference materials are included in the college’s
library catalog. A copier is available for patrons’ use. It takes the William & Mary Express Card for payment, or the patron may pay with cash.

Two public access printers are positioned in the Library Research Room. All Mason School of Business students may send print jobs to these printers.

The last room is the Library Training Center. This room is a group work lab where patrons may gather to have group discussions and practice group presentations. The training center is also used to present training for the library’s electronic resources.

The staff of the Business Library is eager to assist you with your research projects. Please come and join us in these new surroundings and let us help you get the most out of your college experience.

Research assistance is available by calling 221-2916 or emailing the Business Reference Librarian at christine.koenig@mason.wm.edu or the Director at charlotte.brown@mason.wm.edu. Although the staff is always ready to assist you we do recommend you make an appointment.

Christine Koenig Joins the Business Library Team

The Business Library staff warmly welcomes a new member. Christine Koenig joined our team in mid-July as the Business Reference Librarian. She has been spending her days getting familiar with the library and our new building. With more than 20 databases to learn she definitely has her work cut out for her but her goal is to be fully ready to start helping patrons with research and reference questions when classes begin.

Christine resides in Williamsburg with her family, which includes five year old twins. She chose to stay home and raise the twins until they were ready for school and is now returning to the work force. Christine has been a Media Specialist and an elementary school teacher. She is currently head volunteer librarian at one of the local churches. Christine holds a Bachelor of Science degree in Elementary Education Spanish and a Master of Science in Library and Information Sciences both from the University of Illinois, Urbana, IL.

You may reach Christine for research assistance at her e-mail address (christine.koenig@mason.wm.edu) or by calling 221-2916. Although Christine, and the rest of the staff, are always ready to help with your research questions all patrons are strongly encouraged to set up an appointment for assistance.

Welcome aboard Christine!

Plunkett Research Online Added to the Business Library’s Database Lineup

The Business Library has added another database to the business research tools available to the faculty, staff and students of the Mason School of Business. Plunkett Research Online was added to the database lineup in August. It promises to be a valuable tool for industry research.
The database offers business intelligence, industry trends, statistics, market research, sales leads, and corporate profiles. The research results may be presented in a variety of report formats and access plans.

The Plunkett database has more than 30 industry sectors organized in industry research centers. The industry sectors available include: Advertising, Branding & Marketing; Banking, Mortgages & Credit; and Energy & Utilities. Each research center includes a search function and links to statistics, a market research and trends page, company profiles, a glossary and a build-a-report feature.

The database also allows you to create a personalized account where you may store searches from one session to another.

**Accessing Plunkett Research Online**

As with all networked electronic databases offered by the Business Library this program is available to all patrons. Patrons may access this program by using one of the many 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 Plunkett Research Online by using your personal Mason School of Business accounts through the Remote Desktop Connection program. All faculty and graduate student computers should have the Remote Desktop Connection program installed as a part of the Windows operating system. If you do not have this program please contact the Mason School of Business Information Technology help desk for assistance.

**Using Plunkett Research Online**

The program first opens with a variety of research options displayed. The left side of the screen has two groups of research tools: Special Tools and Industry Research Centers.

The Special Tools section allows you to search across multiple industries, search for employers, or peruse job seeker resources.

The Industry Research Center section has links to the more than 30 industry sectors covered by this database. Each link will open the Industry Research Center page for the selected industry.

The top of the center column on the *Home* page has a *Things You Can Do* section that lists a number of links to some other tools included in the program. The Build-A-Report link gives you information about how to use the custom report tool in each Industry Research Center to create reports. The *Things You Can Do* section also allows you to do market research, look for a job, build a prospect list, and run and save searches.

Another link on the *Home* page connects you to the welcome page for *MyResearchAccount*, which is the portal to your personal account so that you may access saved searches from earlier sessions. You also may set up your personal account if you do not already have one.

**Industry Research Center**

Once you open the Industry Research Center for a particular industry sector you are presented with a page that has a search function that allows you to search within that industry sector. There are also links to open information about the industry sector you are researching.
These links include **Market Research and Trends**, which gives you a market overview and analysis of major trends. The *Market Research & Trends* page opens with a long article about the general condition of the industry. Articles on additional topics are available from a drop-down menu near the top of the page. The number of topics varies from industry to industry but most industries have about 20 articles available. You may perform a search within the Market Research & Trends section. The topical articles may be displayed in PDF format.

Another link, **Company Profiles**, provides profiles of leading companies in the industry. The profiles include business descriptions, financials, growth plans and executive names. You may search for companies using a custom search function or browse through a list of all the companies included in the industry.

The **Statistics** link displays a page with a variety of statistical tables available. An introductory table is the default display. Other tables are available from a drop-down menu near the top of the page. The number of tables varies from industry to industry. You may perform a search within the Statistics section. The tables may be displayed in PDF format.

Clicking on **Export Company Contacts** will open a page where you may export data on selected (or all) companies in the industry. You also have the option to select the type of information to be exported. You may export the data to an Excel spreadsheet.

The **Associations** link will open a page where you may list associations affiliated with the industry you are researching. The **Export Associations** link will allow you to export data on these associations in a similar manner as the **Export Company Contacts** page.

A **Glossary** link will give you a list of terms, and their definitions, associated with the industry.

The **Build-A-Report** link will open a page where you may select sections for a report. The sections include options from all the areas in the Industry Research Center. The report is prepared in a PDF format.

**My Research Account**

Each person using the Plunkett Research Online database has the option to set up a personal account.

You may access the account home page by clicking on the **MyResearchAccount** link on the Plunkett Research Online home page. Once you have opened the account home page you may log onto your account or create a new account.

Most search result pages in the Plunkett Research Online database have a link that allows you to save that particular page of search results to My Research Account.

Your account page categorizes the saved searches according Market Research & Trends, Company Profiles, Statistics, Associations & Organizations, and Other Searches.

**User Guides**

A user guide for this database is currently under development. When finished it will be available to help you find the information for which you are looking. User guides for this program will be located in the Business Library and Peninsula Center and also electronically on the Business Library web site databases page ([http://mason.wm.edu/about/library/databases/](http://mason.wm.edu/about/library/databases/)).
New books in the Business Library

The Business Library has received some new books. Please refer to the gray section, New Books in the Business Library, below for a listing of these items.

The new books that have been added to the Business Library are four handbooks from Hoovers:

The first of these is *Hoover’s handbook of American business*. This book offers profiles of 750 major U.S. companies. 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 private companies* profiles 900 major U.S. private enterprises. This book uses the same methodology as the handbook of American business except it concentrates on private businesses.

*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 $1 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 19%. This book includes a master index for all 2009 Hoover’s handbooks.


Each of these books is divided into four sections. The first section is a short explanation of how to use the handbook. The next section in each is a “List Lover’s Compendium” that lists companies in a variety of ways. Some examples from the world business handbook are: the 100 largest companies by sales, the 100 most profitable, the 100 largest employers, and the world’s 100 largest public financial companies.

The third section has the company profiles. Each profile is a concise description of the company that fills about one page. The profile includes a history, executives, locations, products/operations, competitors, and some financial information. The last section is a series of indexes. The number varies by book. The private companies’ book has three: index of companies by industry, index of companies by headquarters location, and index of company executives.

New Books in the Business Library


BUS. LIB. HG4009 .H66 2009


BUS. LIB. HG4057 .A28616 2009


BUS. LIB. HG4057 .A28617 2009
Electronic Catalog


To find books held by the Business Library, narrow your search while using the Library Catalog by selecting Business (PRC) 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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Business Library
Room 2034, Alan B. Miller Hall
The Mason School of Business
The College of William & Mary
Williamsburg, Virginia 23187
http://mason.wm.edu/about/library/
Charlotte Davis Brown, Director
Christine Koenig, Business Reference Librarian
Joseph T. Deger, Library Technician

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Your center for business research

Joe Deger
Library technician
Business Library
Mason School of Business
(757) 221-2916