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Searching for business articles

The McLeod Business Library has some databases that will help you locate articles related to your business research. Many times a researcher needs information about a particular subject and cannot find any hard data on it. A good place to go for information is the Business Library database server. There are more than 20 business-related databases that you may access by using this server. The databases page on the Earl Gregg Swem Library web site has some additional business-related databases.

Information about a multitude of business topics, both general and detailed, can be found in the EBSCOhost (Business Source Complete), Factiva, and ProQuest (ABI/INFORM Global) databases. Business Source Complete includes articles from more than 2,950 business journals while Factiva draws information from more than 8,000 sources. ABI/INFORM Global accesses information from thousands of current periodicals and newspapers, including more than 900 premium business journals.

The following descriptions of these databases are very simplified and are intended to give you a broad overview of the databases’ capabilities. However, detailed user guides are available in the Business Library, the Peninsula Center, and online on the Business Library’s web site (http://mason.wm.edu/about/library/databases).

Using EBSCOhost Business Source Complete

Once you have opened the EBSCOhost program ensure you are using the Business Source Complete database. It should be listed in the Searching line on the opening page, just above the data fields. If you are not using the correct database you may select Business Source Complete from the Choose Databases page, which is accessed by clicking on the Choose Databases link next to the database name in the Searching line.
To make a search all you have to do is enter a term or terms into the data fields. You may use Boolean operators (AND, OR, NOT) in your search phrase. The other options in the area below the data fields may be used to narrow the universe of your search (i.e., full text articles, etc.).

Clicking on the **Search** button will begin your search. The results of your search will be displayed on a **Results** page.

The **Results** page lists the articles found in the center section of the page. Each listing includes the title, author, source, an abstract, and if the article is available in full text and in what format. Clicking on the title or one of the format links will open the article.

The left column on the **Results** page allows you to limit the results according to a variety of subjects in eight topics (i.e., trade publications, SWOT analyses, or publication).

The right column offers you some general limiters (i.e., full text, dates, etc.).

EBSCOhost has a feature where you may create your own account (using My EBSCOhost) so that searches, articles, and other items may be saved from one session to another. Click on the **Sign in to My EBSCOhost** link in the header to access the feature to create and access your account.

**Using Factiva**

Using the Factiva database is similar to the EBSCOhost database in that you may enter a search term or terms into the data field on the opening page and start your search by clicking on the **Run Search** button.

The bottom portion of the opening page has a number of topics that you may use to narrow your search. You may expand a section by clicking on the triangle icon next to each topic. Keep opening the subtopics until you reach the level you want. You may add the topic to the search data field by clicking on the icon at the end of the topic name. The topic areas have search functions where you may search the topic for specific items.

Once a search has been made the results are displayed in a list on a **Results** page. Each entry includes the title, author, source, and a brief abstract. The left side of the page has a column that you may use to narrow the search according to predefined topics. Clicking on a topic will perform a search within a search, narrowing your original list to only those items that included the topic you selected.

Clicking on an article’s title will open the article.

**Using ProQuest ABI/INFORM Global**

The ProQuest database that searches business topics is ABI/INFORM Global. You may ensure you are using the correct database by checking to see if it is listed in the Selected Databases line above the data field. To change the database used click on the **Selected Databases** link or use the drop-down menu in the **Database** data field.

This database opens with the basic search page displayed. You may enter one or more search terms into the data field and start the search by clicking on the **Search** button. There are a limited number of selections to narrow the search (i.e., full text). You may expand the number of options by clicking on the **More Search Options** tab below the search function or by selecting the **Advanced Search** tab from the program header.
The results are displayed on a Results page. The list of articles found include the title, author, source and the format in which the article may be displayed. The results of your search may be narrowed by selecting an item in the Suggested Topics box that is displayed at the top and bottom of the page. Clicking on a topic will display only the articles that are included in that topic.

Clicking on the title or one of the format links will open the article.

**Notes**

Do not use just one of these databases. Although each database searches many publications and there is some overlap they are not mutually exclusive. One database may have publications that the others do not, or one may have the full text of publications that the others only have abstracts available (depending on the agreements the database vendors have with the publishers).

If you do not find what you are looking for in one database please try one or both of the others.

You may browse or search specific publications in the EBSCOhost and ProQuest databases. Both of these databases have Publication tabs in the header that open publication search functions. The Factiva database also has a list of publications but does not have the flexibility of the other two databases for browsing and searching a publication.

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**Conducting research in the McLeod Business Library**

*By Christine Koenig*

1. Pick your topic and make a list of key terms to use in your research. This may include a company name, product, business term, industry sector, etc.

2. Before you begin searching the databases, check the database descriptions on the McLeod Business Library “Databases” webpage, [http://mason.wm.edu/about/library/databases/](http://mason.wm.edu/about/library/databases/) to find which databases will be most relevant to your research.

3. If your topic is still unclear, start with a resource such as EBSCO Business Source Complete, ProQuest ABI/Inform, or Factiva to gather background information on your topic.

4. As you find relevant articles, take note of additional terms to use for more focused searching.
   - Use AND to link terms for a narrower/more specific search (i.e., “apple AND computer” will find articles that contain both terms).
   - Use OR to link like terms together to broaden your search (i.e., “college OR university” will find articles that mention either term).

5. Remember print resources! Use the Earl Gregg Swem Library online catalog to search for additional resources for your topic. Many good print reference materials can be found at both the McLeod Business Library and Swem Library along with circulating business materials at Swem.
6. For additional help in finding relevant resources, check out the pathfinders available in hard copy in the information center located in room 2034A and also available on our “Research Links” webpage, http://mason.wm.edu/about/library/subjects/.

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

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Business Library joins Facebook
The McLeod Business Library has created a Facebook page. We wanted to have a presence in this highly popular social networking tool so that our patrons may have easy access to research help.

As group and class projects come to the attention of the Business Reference Librarian, she will create a list of research pointers and references that would be helpful to the students for each project. The lists will be posted on the library Facebook page in the links section. Students can then access the list for research help. Research help for other projects and classes will also be available so students can see if some research tips that helped others could be useful for their own research.

Students are encouraged to check the Facebook page regularly and post questions they may have concerning their research needs.

The various research assistance lists will be updated as additional reference materials are uncovered.

You may access the library’s Facebook page by searching for “McLeod Business Library” in Facebook, by clicking on the link on the McLeod Business Library’s home page (http://mason.wm.edu/about/library), or by going to the following web address directly: http://www.facebook.com/pages/Williamsburg-VA/McLeod-Business-Library/354042375194.

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New DVDs in the Business Library
The McLeod Business Library has received some new DVDs for the collection. Please refer to the gray section, New DVDs in the Business Library, below for a listing of these items. These new DVDs offer a wide spectrum of business-related information and cases. The quotes are taken from the DVD cases and the Earl Gregg Swem Library electronic catalog.

In the first DVD, *The age of Wal-Mart: inside America’s most powerful company*, “CNBC’s David Faber scrutinizes Wal-Mart as he seeks to understand how the company has ascended to the heights of power it has come to occupy – and whether this juggernaut can continue to succeed in the face of increased opposition. Given unprecedented access, Faber takes viewers from an annual managers’ meeting that resembles an evangelical revival to the opening of a new store in China, where Wal-Mart is one of the country’s leading importers. Faber also sits down for a one-on-one with CEO Lee Scott, who addresses criticisms over outsourcing, community friction, lawsuits, and other issues.”
Boeing 767 PTQ: put together quick, moods in flight. This DVD has two programs, the first “shows the Boeing 767 airplane assembly process, [in a program] known as PTQ (Put together quickly) because time lapse photography shortens the ten week process to ten minutes. Moods in flight shows the complete 767 airplane in flight.”

According to the DVD supplier, The deep dive: one company’s secret weapon for innovation, this DVD offers an insight into a product development firm. “Numbering Nike, Apple, and Procter & Gamble among its many big-name clients, it looks as if IDEO, one of the most influential product development firms in the world, is on to something. In this program, ABC News anchor Ted Koppel and correspondent Jack Smith visit IDEO to see the company demonstrate its highly effective form of brainstorming called the “deep dive.” An enemy of planning done by a lone genius behind closed doors, this company uses its deep dive technique – a form of focused chaos – to creatively redesign a shopping cart through what it refers to as a process of enlightened trial and error.”

In Design battles: competition for Japan’s cell phone market, the director “Examines the struggle for dominance in the Japanese cell phone market and the internal battles tech companies endure in order to create hot products. Viewers are taken inside South Korea’s LG Electronics, Japan’s NEC and Sony Ericsson as they plan and design a product that will attract worldwide technology consumption.”

According to the DVD container, the DVD, Evaluating business performance: case studies in small business, answers the question: “How do company owners and managers measure the health and viability of their businesses? This program addresses that question, illustrating processes by which an entrepreneur can evaluate the performance of his or her enterprise and make decisions that will improve its future performance. Case studies spotlight business owners who speak frankly and extensively about four vital concepts – profitability, liquidity, efficiency, and stability. Viewers will gain an understanding of crucial management tools and accounting procedures, especially those focusing on financial reporting and analysis.”

In the DVD, Manufacturing and the product cycle: a case study of Moran furniture, a product development process is examined. “The development process for any product, large or small, is complex and made up of many phases. This program examines the various stages of manufacturing that take place in the production of an award-winning line of furniture. Viewers receive an in-depth look at the product cycle, from the initial concept to the evaluation of a finished sofa. At each stage, the program spotlights the personnel involved and the specialized roles they play in the process. Students gain an understanding of what goes into design, creation of the prototype, production, distribution, marketing, sales, evaluation, and modification.”

The DVD, Microsoft’s big games gamble, “Follows the launch of the new Xbox 360 as Microsoft attempts to take on Sony’s new Play Station for control of the lucrative computer games market, and in so doing tries to become the gateway to the entire world of in-home entertainment.”

Mortgage meltdown: a primer on America’s subprime crisis “Explains how the U.S. subprime market grew from the post-9/11 rise of easy credit, which was then exploited by predatory lenders; subsequent widespread defaults and foreclosures; the attendant market correction; and the resulting threat of recession.”
In the DVD, *The responsibility revolution: going green as a business strategy*, you are told how, “Today’s corporate leaders increasingly recognize that doing good is good for business. But how does innovation fit into the 21st-century framework of social and global responsibility? This program looks at green business practices and management as springboards for achievement and profit. Expert guests include Starbucks CEO Howard Schultz, IKEA North America president Pernille Spiers-Lopez, Clorox CEO Donald Knauss, and Treehugger.com founder Graham Hill. Also featured is Nobel Peace Prize laureate and micro-credit pioneer Muhammad Yunus.”

According to the container for the DVD, *Toyota’s drive to the top*, you are told that, “Japan’s first automaker has learned a few lessons about corporate identity in the global economy, and what it will take to become the world’s largest automaker. This program shows how Toyota has localized its overseas operations, pursuing a strategy in which its factories integrate into surrounding communities. Visiting Toyota plants and suppliers in Texas and Thailand, the film illustrates Toyota’s system of cultivating native-born “trainer’s trainers” who will pass on crucial production techniques and practices. Viewers are given a firsthand look at the frontline operations of a company that is fighting, or, in the words of one trainer, employing a “human-centered approach,” to become the worldwide leader in its industry.”

**New DVDs in the Business Library**


BUS. LIB. Video HF5429.2 .A43 2008 DVD


BUS. LIB. Video HD9711 .U6 2005 DVD


BUS. LIB. Video HD66 .D4335 2006 DVD


BUS. LIB. Video HE9715 .J3 D4 2008 DVD


BUS. LIB. Video HD2341 .E93 2009 DVD


BUS. LIB. Video HF5415.153 .M36 2009 DVD


BUS. LIB. Video HD9993 .E454 2006 DVD


BUS. LIB. Video HG2040.5 .U5 M67 2008 DVD
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 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.

The Library Reader

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The College of William & Mary
The Mason School of Business
Williamsburg, Virginia 23187
http://mason.wm.edu/about/library/
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Christine Koenig, Business Reference Librarian
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Your center for business research

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