The Library Reader

The Director and staff
of the
McLeod Business Library
extend a warm
Welcome
to our new and returning students.

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Finding Current News Articles
If you are looking for up-to-date newspaper articles from the Wall Street Journal, New York Times or Washington Post, the McLeod Business Library has a resource that you should check out.

Of the databases that the library provides Factiva has a special feature that has current articles from a number of national newspapers.

After accessing the Factiva program, click on the News Pages selection in the menu bar in the program header. This will open the section of Factiva that includes the Newsstand. On the page that is opened the Newsstand section is the column on the right.
The Newsstand has the same-day editions for a number of national newspapers. These include the Wall Street Journal, New York Times, Washington Post, St. Louis Post-Dispatch, and the San Francisco Chronicle. The Newsstand also has the current editions of Newsweek, Barron’s, and Forbes.

The Newsstand is divided into sections for each publication. Each section displays the top articles for the selected section. You can select the date of the publication (most will have about two weeks of publications available) and the section of the publication to display. For instance, the Wall Street Journal has about a dozen different sections that you may choose from to display articles.

Clicking on the title of an article will display the full text article.

You may search the Newsstand by entering a search term into the search data field at the top of the column.

Accessing Factiva

As with all networked electronic databases offered by the McLeod Business Library Factiva is available to all patrons. Patrons may access Factiva 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 the Business Library’s databases 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.

Factiva is also available through the Earl Gregg Swem Library databases page on that library’s web page (http://swem.wm.edu/resources/databases/).

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New Procedures for WRDS

The Wharton Research Data Services (WRDS) database on the Phoenix database server has a new procedure for accessing the subscribed datasets. The University of Pennsylvania (the organization that operates the WRDS program) has tightened up the security procedures for this program.

After logging onto the Phoenix server using the Remote Desktop Connection program you must open the Business Library databases page. This is done by clicking on the Business Library Databases icon on the Phoenix desktop.

Once the databases page is open click on the Wharton Research Data Services (WRDS) link. Please note that instructions for accessing the program are included in a note below the icons.

Clicking on the WRDS link will open the WRDS web page. This page has a data field for you to enter your e-mail address. This is used to authenticate your IP address and that your e-mail is from the college.
After filling in your e-mail address click on the **Sign In** button below the data field. You will then receive a message that the program has sent you an e-mail. This e-mail will have a link to access the program.

You MUST access your e-mail through the Phoenix server in order for the vendor’s program to recognize your IP address. Internet Explorer is on the Phoenix desktop.

If you open your e-mail from your computer (i.e., using Outlook on your hard drive) the IP address used will be from your computer and not the Phoenix server, and the vendor will not recognize you as an authorized user.

Once you have opened your e-mail message from WRDS-Support (subject line: WRDS Day Pass) on the Phoenix server, click on the link in the body of the message. This will open the WRDS program and you begin to use the many data sets subscribed to by the Mason School of Business.

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**Library Guides for Research Assistance**

The McLeod Business Library has created a series of Library Guides to help our patrons with their research. The guides are designed to give the patron a good start in finding where to go to find useful research tools and how to use them.

So far there are seven guides available in the wooden display rack between the windows in the Library Research Room (Room 2034A) in the McLeod Business Library. More are under development and will be added to the rack as they become available.

The Library Guides currently available are:

- Company Information,
- Entrepreneurship,
- Global Business Etiquette,
- Industry Research,
- Management,
- Marketing, and
- Navigating Through Phoenix

There are some older Pathfinders still available that cover subjects such as Accounting, Business Sustainability and Investment Sources.

Electronic versions of these research tools are on the McLeod Business Library’s web site at [http://mason.wm.edu/about/library/subjects](http://mason.wm.edu/about/library/subjects).

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**Updated Books in the Business Library**

The McLeod Business Library has updated some of the serials in the collection. Please refer to the gray section, Updated Books in the Business Library, below for a listing of these items.
Two of the new books are published by C. Barnes & Co. They are the 2010 editions of World industry & market outlook and U.S. industry & market outlook. These books provide up to date information on more than 120 major global industries and more than 100 major U.S. industries and more than 500 minor industries. The content includes market reports, industry trends and demographic data. These books give data on establishments, employment, and sales totals for each industry for 2010 as well as estimates for 2011.

The Stocks, bonds, bills, and inflation: market results for 1926-2009 yearbook (for 2010) 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 2010 edition introduced a new chapter on lifestyle investing. This focuses, “on one objective – helping investors manage their retirement portfolios across a long and unpredictable lifetime.”

Standard and Poor’s publishes the Industry Surveys in bound form four times a year. This two-volume set includes the Industry Surveys: Monthly Investment Review. “All Industry Surveys issues are in the same format that includes recent developments and trends, industry basics, and company data.” Each survey is about 30 pages in length (some are more than 40 pages) and covers the following topics: Current Environment, Industry Profile, Industry Trends, How the Industry Operates, Key Industry Ratios and Statistics, How to Analyze a Company, Industry References, and Comparative Company Analysis.

Updated Books in the Business Library


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 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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The Library Reader

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Your center for business research

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