McLeod Business Library e-Newsletter
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The Library Reader

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McLeod Business Library Team Welcomes Alicia Futrell

You may have noticed more messages about the library on the RISE monitors around Miller Hall or more comments on McLeod’s Facebook and Twitter pages lately. That is due in large part to our newest member to the McLeod Business Library team – Alicia Futrell. Alicia came to us at the beginning of September and she has jumped right in to her position, learning the nearly 30 databases available for business students, faculty and staff as well as familiarizing herself with the library’s collection. You may also have seen her blog post on the Mason School of Business blog “Everyone has a Story” where she wrote about her transition and being new at William & Mary.

Alicia believes that by increasing McLeod’s online presence through Facebook, Twitter and blogs, more students will think of the McLeod Business Library when they need business reference help. When Alicia is not at the library, she resides in her hometown of Yorktown where she is planning her upcoming wedding in January 2011. She is also very active in her local church. Alicia has worked in Public Libraries both in Yorktown and Hampton while completing her Masters. She holds a Bachelor of Arts in English from Christopher Newport University, Newport News, VA in addition to a Masters in Library Science from Drexel University, Philadelphia, PA.

Alicia would love to meet with anyone who has a business research question and you can reach her through email (alicia.futrell@mason.wm.edu) or by calling 221-2916. As it is nearing exam time, to make sure Alicia or any of the other library staff have time to fully devote themselves to...
your question, making an appointment is strongly encouraged. Alicia looks forward to working with all of you and is very excited to be here.

Getting Connected with McLeod

To increase our presence at the Mason School of Business and on campus at William & Mary, the McLeod Business Library has been looking into alternate ways to be available for reference questions and getting our messages out there. Not only can students, faculty and staff find us on the second floor of Miller Hall for in-person reference help, but McLeod also has Facebook and Twitter accounts, an instant messenger screen name, and a phone number where the staff can be texted for reference help. Alicia Futrell, Business Reference Librarian, has been heading this push to online reference help and believes that the more ways patrons can reach the McLeod Business Library, the better they can be helped by the resources and services the library offers.

If you have a reference question or would like to make an appointment with a business reference librarian, you may contact the McLeod Business Library in the following ways:

- E-mail Business Reference Librarians directly – Alicia Futrell or Charlotte Davis Brown,
- IM us at the McLeod Reference Desk through the box on our website (www.mason.wm.edu/about/library),
- IM us using AIM or GChat at mcleod_library,
- Send us a text message at 757-741-8638, or
- Come in during regular library hours.

Bloomberg Training

The McLeod Business Library has two Bloomberg terminals in the Library Training Center, Room 2036. While the library periodically (usually about once a term) organizes a training session with the Bloomberg trainer you do not need to attend one of these sessions to become Bloomberg certified.

There is a one-page quick start guide located on each of the Bloomberg terminals in the library. These instructions give you the basic information you need to create an account in Bloomberg and get started using the program.

Certification

Bloomberg has a certification program included in its service. Once you have created an account in Bloomberg you may access the certification program by typing “BU” and pressing the Enter key. This will open the Bloomberg University page.

This page has links for the video training sessions and tests needed to become certified.
Datamonitor 360 Joins the Business Library Database Lineup

The McLeod Business Library has added a new database from Datamonitor, Datamonitor 360, which is a replacement for another Datamonitor product, the older MarketLine database. MarketLine will soon be removed from the list of databases offered by the Business Library.

Datamonitor 360 offers company, industry, country and product intelligence. This includes SWOT analyses, 30,000 company analyses, company financials and executive biographies, more than 300 industry profiles in 215 markets and 25 regions. It also includes 215 country analyses, and 145 product categories. The program offers business strategy reports including more than 1000 strategic and management reports. A daily news feed is also included.

Accessing Datamonitor 360

This program is available to all patrons. Patrons may access it by using one of the computer workstations in the McLeod 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 Datamonitor 360

Once you have opened the Datamonitor program you see a very simplified search page. This opening page, or Home page, has one data field and some links, in the Choose an Entry Point section, to various areas of the database, including Industries, Geographies, Companies, Subjects, and Databases. You have the option to either enter the database by using one of the links or by creating a search.

Search

Create a search by entering your search term or terms into the data field and clicking on Go. This will give you a search results page that will include items from all areas of the database. This can be a lot of material to process. However, the results page gives you a variety of options to narrow the results to specific areas.

Across the top of the page there are links that will display only the items in the listed areas. These include News, Financial Deals, Opinion, Companies, Countries and Industries. Each link has a number beside it that indicates how many items are included in that area.

Clicking on a link will open a search results page displaying only those items.

There is also a Narrow Your Search Results column on the right side of the page. This has selections that allow you to target your search results to the listed topics. The column is divided into sections: Industry, Geography, Subject, Company Information, Publisher and Publication.
Date. Each of these topics has selections under them. Clicking on a selection will change the search results page to show only the items included in that selection.

The items in the list on the search results page have colored indicators to tell you what type of information each item is. There are indicators for News, Financial Deals, Opinion, Company, Country, and Industry. The Company, Country and Industry items will open a profile page for the item.

**Company Profile Page**

The Company Profile page will give you information about a specific company. You are given the option to view the information in the Company Profile page or view or download a PDF version.

Note: The PDF version of the report is more detailed than the Company Profile page. For example, the SWOT analysis on the Company Profile page lists only the major points of the analysis. The PDF version lists not only the major points but also includes in-depth discussions of the points.

The Company Profile page has a menu column on the right side of the page that allows you to open the various sections of the profile. These include a business description, history, key employees, locations and subsidiaries, SWOT analysis, major products and services, news, and financial deals.

**Industry and Country Profile Pages**

The Industry and Country profile pages are similar to the Company Profile page. Both have links to a PDF form of the report. Both have menu columns on the right side of the page so you can navigate the report.

Note: As in the Company Profile the PDF versions of the Industry and Country reports are more detailed than the profile page. The profile page links in the menu column consist mostly of links to other pages of news or analysis.

The Country Profile PDF report has a detailed PESTLE (political, economic, social, technological, legal, and environmental) analysis of the country.

The Industry Profile PDF report also has more detailed information including a “five forces” analysis (buyer power, degree of rivalry, new entrants, substitutes, and supplier power).

**Choose an Entry Point**

The Choose an Entry Point section of the Home page has some links (Industries, Geographies, Companies, Subjects, and Databases) that will take you into specific areas of the database. Each will have a pop-up menu displayed when you hover the mouse pointer over the selection.

For instance, the Industries selection has a menu with more than 25 industries. Each industry on the menu has a number indicating how many items will be included on the search results page that will be opened.

Also, clicking on the actual link (i.e., Industries) will open a search results page of all the items in that category.

All search results pages are similar in appearance and operation.
The **Databases** selection will open a page with links to two databases that are included in the subscription. These are **Country Statistics** and **Market Data Analysis**.

The **Country Statistics** database provides economic and demographic data for 215 countries, both historically and forecasted.

The **Market Data Analytics** database has data in various markets, including food, drink, personal care, household products, pet care, news and magazine, and tobacco.

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**New and Updated Books in the Business Library**

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


Two of the new books are from the Oxford University Press. They are *The Oxford handbook of business ethics* and *The Oxford handbook of banking*. The book on business ethics consists of chapters that are original essays from leading philosophers who have made important contributions to the understanding of the central issues of business ethics.

The handbook of banking strives to give the reader a comprehensive overview and analysis of banking. The authors of the individual chapters are leading academics and policymakers in the banking field. The book attempts to strike a balance among abstract theory, empirical research, practitioner analysis and policy-related material.

Two other books, one new and one an updated edition, are dictionaries. The new book, *Dictionary of finance, investment and banking*, is published by Palgrave Macmillan. It explains the formal and informal terminology of finance, including some of the colloquialisms that have entered the business vernacular over the years. The book’s content covers the following fields: accounting, business economics, business law, commercial banking, corporate finance, credit and equity analysis, insurance/reinsurance, investment banking, risk management, securities and investment, and trading/derivatives.

The updated edition is the *Dictionary of finance and investment* from Barrons. We now have the eighth edition of this work. This book contends that, with the turmoil experienced in the financial world during the recent decline and ongoing economic crisis, it is “a reference essential to understanding the developments unfolding.”

An encyclopedia, *Concise encyclopedia of insurance terms*, is another new addition. This book starts with a 14-page list of common insurance acronyms, always an important resource because people tend to use acronyms as if everyone else already knows what they mean. The rest of the
book is a standard encyclopedia, broken up into alphabetical chapters. It also gives the reader a one-page explanation of what a 529 savings plan is. The book includes an index.

Another book that is new to the collection is *America’s oldest corporation and first CEO: Harvard and Henry Dunster*. The book is about the early years of Harvard College. The Harvard Corporation (officially: “the President and Fellows of Harvard College”) is the final administrator of all of Harvard’s schools, property and assets, and serves as the selection committee for replacing the university’s president. This history also discusses the first president of the college, Henry Dunster.

New and updated books in the Business Library

BUS. LIB. HG151 .B36 2010

BUS. LIB. HG1601 .O94 2010

BUS. LIB. HF5387 .O95 2010

BUS. LIB. HG151 .D69 2010

BUS. LIB. HF5626 .I594 2010

BUS. LIB. LD2151 .M45 2008

BUS. LIB. HG8025 .S55 2010

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.

Remote Access to Business Library Databases

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The following procedures may be used to connect to the Phoenix server and access the Business Library databases from any location. You must have a Mason School of Business account (faculty, staff, graduate students) in order to access the databases using these procedures.

Note: You must have Remote Desktop Connection installed on your computer in order to connect to the Phoenix server. Computers with the Windows XP, Vista, and Windows 7 operating systems already have this program installed as part of the Windows program.

Note: You may check to see if you have this program by clicking on the Start button. Click on Run to open the Run window. Type mstsc into the Open data field and click on the OK button. This will open the Remote Desktop Connection window.

Note: MAC users. See the second part of this article for information about a Remote Desktop Connection program for Mac.

**Remote Desktop Connection Set Up**

To set up Remote Desktop Connection so that there is an icon on your desktop for easy connection, follow these steps:

1. Click on the Start button.
2. Click on Run.
3. Type mstsc into the Open data field and click on the OK button.
4. This opens the Remote Desktop Connection window.
5. Click on the Options button.
   
   Note: There are several versions of Remote Desktop Connection. One has two data fields with the various tabs and one has four data fields. Follow the instructions below for the various types of programs.
6. For Remote Desktop Connection with two data fields (this version cannot be set up for automatic logon, your password will have to be entered each time you log on):
   
   a. Ensure the General tab with the Logon settings section is displayed.
   b. In the Computer: data field, enter “phoenix.mason.wm.edu” without the quotation marks.
   c. In the User Name: data field, enter your user name (i.e., FirstName.LastName).
   d. Click on the check box next to Allow me to save credentials.
   e. You now must save this set up so it can be used more than once. To save it as an icon on your desktop, click on the Save As button.
   f. In the Save As window, select Desktop from the selections in the drop down menu in the Save In data field.
   g. In the File Name: data field, type in a name for your icon (i.e., Phoenix).
   h. Click on the Save button and an icon should appear on your desktop.
   i. After the icon appears on your desktop, double click on the icon.
Note: You may receive a warning window that the publisher of Remote Desktop Connection cannot be identified (even though it is a Microsoft product). If so, click on the check box for the line **Don’t ask me again for remote connections to this computer** so that a check mark appears in the check box. Click on the **Connect** button. This window should not appear again.

j. A logon screen should appear with your name already entered in the **User Name** data field. Enter your password in the **Password** data field. The **Log on to** data field should have “business” entered.

k. Click on the **OK** button. The Phoenix desktop should appear after the logon.

**Note:** The Phoenix desktop will appear similar to the regular Windows desktop but will have a blue background. It will cover your desktop. This desktop will have its own **Start** button.

l. Click on the **Business Library Databases** icon on the new desktop to open the Business Library Databases screen.

m. The Business Library Databases screen will list all the databases available. Clicking on one of the database selections will open the database.

7. For Remote Desktop Connection with four data fields (this version of the program will allow automatic logon each time you use Phoenix):

   a. Ensure the **General** tab with the **Logon settings** section is displayed.

   b. In the **Computer:** data field, enter “phoenix.mason.wm.edu” without the quotation marks.

   c. In the **User Name:** data field, enter your user name (i.e., FirstName.LastName).

   d. In the **Password:** data field, enter your password.

   e. In the **Domain:** data field, enter “business” without the quotation marks.

   f. Click on the check box next to **Save my password** below the **Domain** data field.

   g. You now must save this set up so it can be used more than once. To save it as an icon on your desktop, click on the **Save As** button.

   h. In the **Save As** window, select **Desktop** from the selections in the drop down menu in the **Save In** data field.

   i. In the **File Name:** data field, type in a name for your icon (i.e., Phoenix).

   j. Click on the **Save** button and an icon should appear on your desktop.

   k. After the icon appears on your desktop, double click on the icon and the Phoenix desktop should appear after the automatic logon.

   **Note:** The Phoenix desktop will appear similar to the regular Windows desktop but will have a blue background. It will cover your desktop. This desktop will have its own **Start** button.

l. Click on the **Business Library Databases** icon on the new desktop to open the Business Library Databases screen.
m. The Business Library Databases screen will list all the databases available. Clicking on one of the database selections will open the database.

For MAC Users

Microsoft has a Remote Desktop Connection program for Mac users. To get this program do the following:

2. Click on the Downloads selection in the header.
3. On the Downloads page browse for downloads at the bottom of the page and select **Remote Desktop**. The download selections will be displayed in the column next to the selection list.
4. Click on the **Microsoft Remote Desktop Connection Client for Mac** selection. Follow the instructions in the details column.

Guidelines for Placing Materials on Reserve

The McLeod Business Library offers a reserve disbursement service to provide students with reliable, equitable access to materials that the faculty requires students to use as part of their course readings. To ensure that materials you want your students to use are on reserve when they need them, please note and observe the following:

- Each faculty member, or his/her designated person, is responsible for delivering all materials and reserve forms to the McLeod Business Library. Please note that placing materials in the McLeod Business Library mail slot will delay processing, direct delivery is much more effective.

- Reserves are processed in the order in which they are received. The process involves placing identifying labels and security devices on the materials and entering the materials into the Swem Library electronic cataloging system. This process takes time.

- To ensure that your material will be available on reserve by the first day of classes, it is very important that you deliver the materials to the McLeod Business Library at least one week prior to when it will be needed by your students. If materials are received later than this, there may be some delays before the material is available for your students’ use. It will be a great help to us if you bring all materials for a course at one time.

- After you have submitted your materials, please hold deletions and additions to a minimum. However if it is necessary for you to add material to your list, please bring it to the McLeod Business Library at least 24 hours before you announce to the class that it is on reserve. This will alleviate the possibility of confusion for your students and McLeod Business Library staff.

- If you have questions about the McLeod Business Library Reserve policies or about the status of your reserves, please call Charlotte Brown (1-2916) or write [charlotte.brown@mason.wm.edu](mailto:charlotte.brown@mason.wm.edu)

Include the Following Information on Your Reserve Form:
Professor’s name, course name and number

Reserve classifications and loan periods

Desk reserve: used in the Business Library only, two-hour loan period

24-hour reserve: circulates outside the Business Library 24 hours from the time checked out.

Semester for which material is to be reserved.

Photocopies placed on reserve must be in a labeled folder. It is the responsibility of the professor to provide the folder – you may obtain folders, expandable files, or notebooks from the person who issues your supplies.

Personal copies of books, videos, or software may be placed on reserve*. For their protection, reserve labels and possible security devices will be attached to the items.

All items will be removed from reserve at the end of each semester unless prior arrangements have been made with the McLeod Business Library director to retain the materials indefinitely.

Please note that items placed into reserve must be processed out of the system when they are removed. This also takes time and items should not be requested on short notice. The student on duty at the reserve desk cannot process these items out of the system.

*Reasonable care will be taken with their use, but the McLeod Business Library Staff will not accept responsibility for the loss or mutilation of reserve materials.