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

The new books include the following:

- *The Jossey-Bass handbook of nonprofit leadership and management* presents current research, theory, and practice in the field of nonprofit leadership and management. The book has coverage in three new 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 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 an interview.

A book on marketing is, *How to write a marketing plan*. This book follows the step-by-step development of a marketing plan. The reader is shown in detail how to perform the different steps in marketing planning.
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 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.
Class of 2011: Congratulations!

Special congratulations to Nichole Browne, Charles Kwening and Paul Charbonnet, the McLeod Business Library’s student assistants who are graduating this year.

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 opens search results pages, company record pages, 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

A user guide for this database and the other databases available through the Business Library is available to help you find the information for which you are looking. User guides are 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).

guides

(Continued from page 1)

The Business Library Resource 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.

scanner

(Continued from page 1)

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.

April 22, 2011/Library Reader/3
Books
(Continued from page 1)

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 updated serials include the following:

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.

Not-for-profit accounting, tax & reporting requirements, attempts to, “help bookkeepers, managers, volunteers, and auditing CPA firms who are working with trade associations, professional associations, charities, chambers of commerce, and other not-for-profit organizations,” to understand the differences between the environment of not-for-profit organizations and commercial organizations.

The directory of business information resources 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 attend;” 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. 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 and serials in the Business Library collection

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<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Edition</th>
<th>Publisher</th>
<th>Call Number</th>
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4/Library Reader/April 22, 2011