The McLeod Business Library has 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 also has business-related databases.

Information about 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.

The opening page for EBSCOhost’s Business Source Complete. The data fields at the top of the page allow you to enter search terms and select where in the article to look for each term. The selections in the lower section of the page offer you options to narrow the search (i.e., full txt articles only, etc.).

Business Library now has Facebook page

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.

New DVDs in the Business Library

New DVDs have been added to the collection of the McLeod Business Library. Please refer to the sidebar, New DVDs in the Business Library, for a listing. These DVDs offer a wide spectrum of business-related information and cases.

In The age of Wal-Mart: inside America’s most powerful company, host David Faber examines Wal-Mart as he seeks to understand how the company has grown to the peak of power. Faber also interviews CEO Lee Scott, who addresses criticisms over outsourcing, community friction, lawsuits, and other issues.
than 900 premium business journals.

The following descriptions of these databases are intended to give you a broad overview of the databases’ capabilities. 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/database).

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.
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.

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.

Use 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).

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Facebook

(Continued from page 1)

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The deep dive: one company’s secret weapon for innovation offers an insight into a product development firm. ABC News anchor Ted Koppel and correspondent Jack Smith visit IDEO to see the company demonstrate its highly effective form brainstorming called the “deep dive.”

In Design battles: competition for Japan’s cell phone market, the director examines the struggle for dominance in the Japanese cell phone market.

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? Case studies spotlight business owners who speak frankly and extensively about four vital concepts.

In the DVD, Manufacturing and the product cycle: a case study of Moran furniture, a product development process is examined. Viewers receive an in-depth look at the product cycle, from the initial concept to the evaluation of a finished sofa.

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.”

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.

According to the container for the DVD, Toyota’s drive to the top, you are shown how Toyota has localized its overseas operations, pursuing a strategy in which its factories integrate into surrounding communities.

Electronic Catalog
All reference materials in the McLeod Business Library are listed on the Earl Gregg Swem Library electronic catalog (http://lion.wm.edu/uhbin/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.