



# LIBRARY RESOURCES

Sacred Heart University Luxembourg | Jack Welch College of Business

SHU has several resources that are helpful students. On the library's website (<http://library.sacredheart.edu/>), under the tab labeled **"Research Help"**, there are several research guides (also known as LibGuides), specific to the area of business. Once you're on the screen for the research guides you can search by **"Subject"** and then select **"Business & Economics"**. Here are a few that are appropriate for new students:

**OVERVIEW OF BUSINESS RESEARCH: INTRO TO LIBRARY RESOURCES:**

<http://libguides.sacredheart.edu/c.php?g=29686&p=185528>

**COMPETITIVE EDGE SERIES:**

<http://libguides.sacredheart.edu/c.php?g=243332>

**MARKET RESEARCH: GETTING STARTED:**

<http://libguides.sacredheart.edu/marketing>

**COMPANY AND INDUSTRY RESEARCH: INTRO TO LIBRARY RESOURCES:**

<http://libguides.sacredheart.edu/companyindustryresearch>

**ECONOMIC RESEARCH: HOME:**

<http://libguides.sacredheart.edu/economicresearch>

AND FINALLY THIS UNDER THE SUBJECT OF **"GENERAL RESEARCH"**

**INTRODUCTION TO THE SHU LIBRARY, FINDING MATERIALS, & STARTING YOUR RESEARCH:**

<http://libguides.sacredheart.edu/libraryintro>

Last, but not least, students have the librarian as a resource! Students can email Business, Marketing, & Digital Information Literacy Librarian, Libby Knapik, with any type of research question. They can also set up an appointment for a telephone consultation if they have a more in-depth research question.

LIBBY KNAPIK, M.L.S.; M.B.A.

BUSINESS, MARKETING, & DIGITAL LITERACY LIBRARIAN

SACRED HEART UNIVERSITY

(203)365-4816

[KNAPIKE@SACREDHEART.EDU](mailto:KNAPIKE@SACREDHEART.EDU)

# **INTRODUCTION TO ELECTRONIC LIBRARY RESOURCES: WCOB - LUXEMBOURG**

---

August 2014

# GETTING STARTED

---

- + Visit the library website - <http://library.sacredheart.edu/>
- + Try out our **Business databases**: SHU Library has a variety of article and specialized databases
- + Take a look at *WCOB LUX: A Guide to Finding Online Business Resources*, an online research guide (libguide): <http://libguides.sacredheart.edu/WCOBLUX>
- + Review the full list of SHU's business libguides: <http://libguides.sacredheart.edu/cat.php?cid=3310>
- + Contact the Library or speak to a Librarian: <http://library.sacredheart.edu/content/contact-library>

# WHAT CAN YOU DO FROM THE LIBRARY WEBSITE?

- ✘ Search the library catalog (for e-books and e-journals that we own)
- ✘ Search article or specialized business research databases
- ✘ View online research guides which are specifically devoted to business subjects and courses
- ✘ Get help with citations and access EasyBib (online citation manager)
- ✘ Ask a librarian a question (can receive answers via text or email)
- ✘ Access online reference sources, particularly via Credo Reference (those huge sets of print encyclopedias are now online)
- ✘ Check out our Digital Commons, a digital forum for papers published by the SHU Community



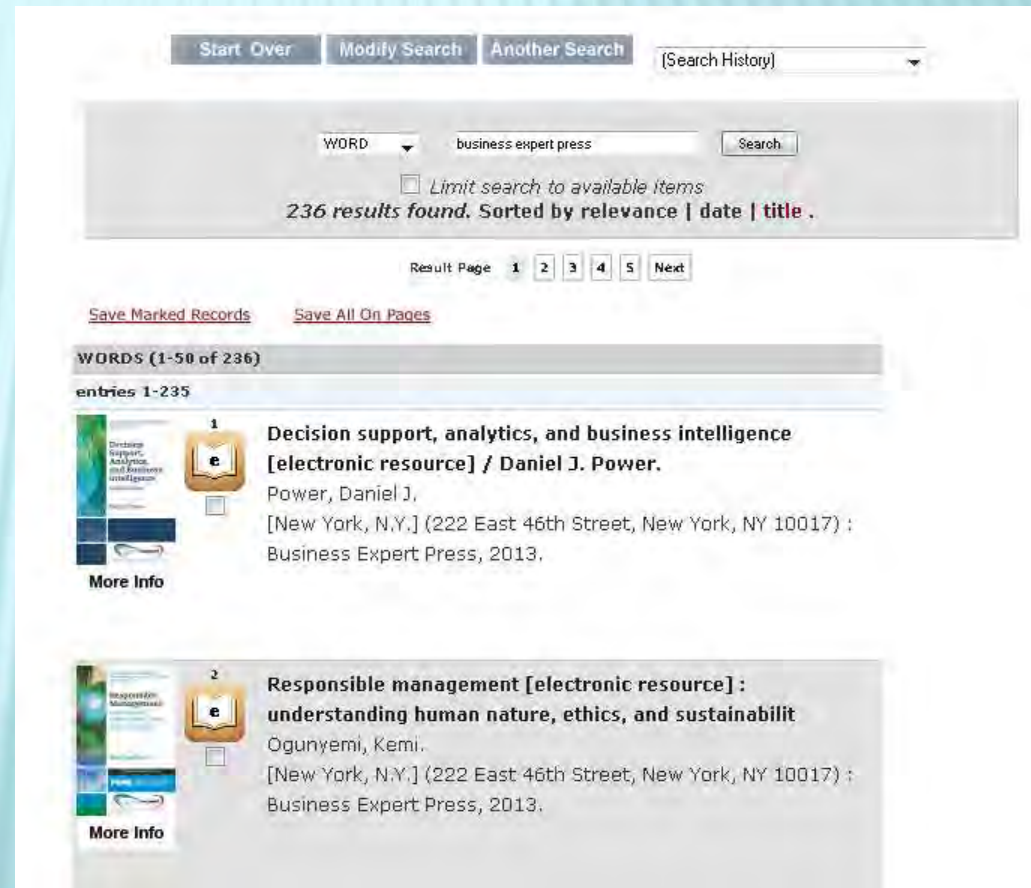
# HOW DO I FIND AN E-BOOK?

- ✘ Use the [Library Catalog](#) to search our collection of over 120,000 electronic books and 46,000 electronic journals.
- ✘ Keyword searching is a good way to start, although of course, if you are seeking a certain title or books by a certain author, use the title or author search.
- ✘ For example, you can find the Business Expert Press Digital Library titles by doing a keyword search for “business expert press” (capitalization is not necessary).



Search Library Catalog Journals by Title Advanced Search

Keyword business expert press Search



Start Over Modify Search Another Search (Search History)

WORD business expert press Search

Limit search to available items


236 results found. Sorted by relevance | date | title .


Result Page 1 2 3 4 5 Next

[Save Marked Records](#) [Save All On Pages](#)

WORDS (1-50 of 236)

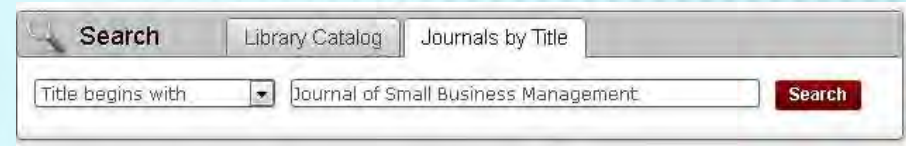
entries 1-235

1  **Decision support, analytics, and business intelligence [electronic resource] / Daniel J. Power.**  
Power, Daniel J.  
[New York, N.Y.] (222 East 46th Street, New York, NY 10017) :  
Business Expert Press, 2013.  
[More Info](#)

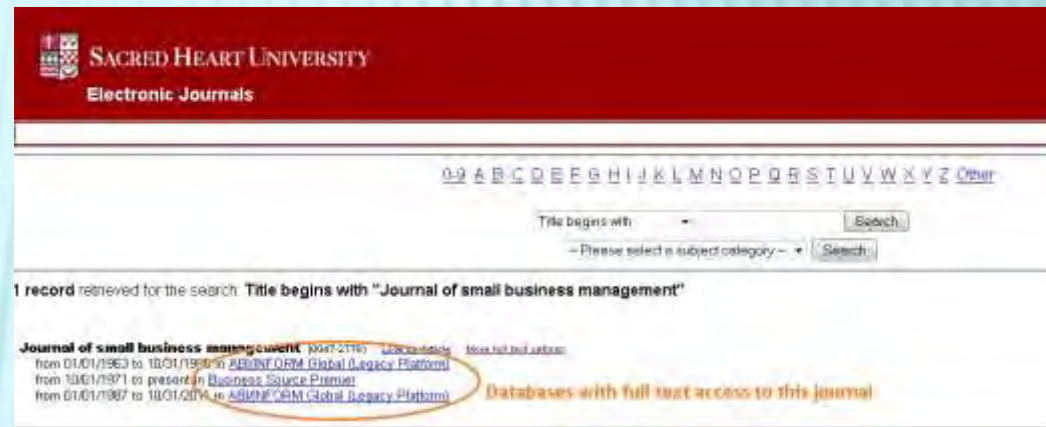
2  **Responsible management [electronic resource] : understanding human nature, ethics, and sustainabilit**  
Ogunyemi, Kemi.  
[New York, N.Y.] (222 East 46th Street, New York, NY 10017) :  
Business Expert Press, 2013.  
[More Info](#)

# HOW DO I FIND A SPECIFIC ARTICLE?

- ✘ If you know the origin of publication of an article, go directly to our catalog and search by *Journals by Title*.
- + You will be linked to any database that has full text contents of that journal.



A search interface with a magnifying glass icon, a 'Search' button, and a 'Journals by Title' tab. Below the search bar, there is a dropdown menu set to 'Title begins with', a text input field containing 'Journal of Small Business Management', and a red 'Search' button.



SACRED HEART UNIVERSITY  
Electronic Journals

ABCDEFGHIJKLMNOPQRSTUVWXYZ Other

Title begins with [ ] Search

— Please select a subject category — Search

1 record retrieved for the search: Title begins with "Journal of small business management"

**Journal of small business management** (ISSN 0897-2116) [Access Article](#) [View full text online](#)  
from 01/01/1963 to 10/01/1966 in [ARJNFQBM Global Legacy Platform](#)  
from 10/01/1971 to present in [Business Source Premier](#)  
from 01/01/1987 to 10/01/2014 in [ARJNFQBM Global Legacy Platform](#) **Databases with full text access to this journal**



# ACCESSING THE HARVARD BUSINESS REVIEW (HBR)

- ✘ In August 2013, *Harvard Business Review* (HBR) changed access to 500 popular articles and they became "read only," meaning one cannot print, download, or create permalinks to them. To see the full 500 list, [please follow this link](#). In addition, we are not able to make any HBR articles accessible as electronic reserves or in course packs. Specific permission must be obtained for such course use, and it is very expensive; SHU has not yet investigated or provided funding for this extended permission. Please see HBR's official notice of use restrictions below:
  - + *Harvard Business Review Notice of Use Restrictions, May 2009 Harvard Business Review and Harvard Business Publishing Newsletter content on EBSCOhost is licensed for the private individual use of authorized EBSCOhost users. It is not intended for use as assigned course material in academic institutions nor as corporate learning or training materials in businesses. Academic licensees may not use this content in electronic reserves, electronic course packs, persistent linking from syllabi or by any other means of incorporating the content into course resources. Business licensees may not host this content on learning management systems or use persistent linking or other means to incorporate the content into learning management systems. Harvard Business Publishing will be pleased to grant permission to make this content available through such means. For rates and permission, contact [permissions@harvardbusiness.org](mailto:permissions@harvardbusiness.org).*
- ✘ You can find step by step instructions on how to access and read HBR articles in Business Source Premier via the following link: <http://libguides.sacredheart.edu/HBR>. Keep in mind that if an article is on the "500 list," one cannot download, print or link to it; you can only read it online in your browser. However, all other articles from HBR may be downloaded, printed, or linked.

# FINDING COMPANY HISTORIES

- × Hoover's Company Records is a directory-type database that is useful for getting basic information on a company, such as whether it is publicly traded or private, a parent entity or a subsidiary.
  - + Provides address, phone and fax, website, nature of the business, SIC codes, number of employees, names of key people, and sales figures.
- × Business Insights: Essentials covers many aspects of a company's background and future.
  - + SWOT Analysis PDF available for many companies
  - + **Company History** link on right, under "Related Content" – excerpt from International Directory of Company Histories

The screenshot shows the Hoover's Company Profiles page for Guess?, Inc. The page title is "Hoover's Company Profiles" with navigation links for "Basic Search", "Advanced", "Browse", and "About". Below the title, there are options for "Citation/Abstract" and "Back to results". A search bar contains "Guess?, Inc." and the results are for "Hoover's Company Records Gm-Gz, (Jul 15, 2014)". The page includes a "Hide highlighting" button and a "Link to full text" button circled in red. The abstract (summary) section states: "Guess? wants you to get in its jeans. Founded to make flattering designer jeans, the company manufactures trendy, upscale apparel and accessories for men, women, and children under brands GUESS, GUESS Kids, Baby GUESS, and GUESS by MARCIANO, among others. Its trademark sexy ads, featuring the likes of Claudia Schiffer, are designed in-house. Guess? operates a noteworthy 1,890 stores worldwide. It directly operates more than 830 stores and concessions in the US, Canada, Europe, the Middle East, and Asia. Another 800 stores and concessions are run by licensees in the same markets. To get more bang from its brand, Guess? licenses its name for eyewear, footwear, jewelry, and watches." The indexing (details) section shows "Subject" as "Public sector; Retailing industry; Clothing".

The screenshot shows the Hoover's Business Insights: Essentials page for Guess?, Inc. The page title is "Hoover's Business Insights: Essentials" with the tagline "We make it easier." and the ProQuest logo. The page includes a "Browse Company Record" button circled in red. The record for Guess?, Inc. is displayed, showing the following information:

<b>1444 S. Alameda St.</b>	<b>Phone: 213-765-2100</b>
<b>Los Angeles, CA</b>	<b>Fax: 213-744-7838</b>
<b>90021</b>	<b>Toll Free: 800-224-8377</b>
<b>United States</b>	<b>Map This Company</b>
<b>http://www.guess.com</b>	<b>Hoover's coverage by Catherine Collier</b>

The Overview section states: "Guess? wants you to get in its jeans. Founded to make flattering designer jeans, the company manufactures trendy, upscale apparel and accessories for men, women, and children under brands GUESS, GUESS Kids, Baby GUESS, and GUESS by MARCIANO, among others. Its trademark sexy ads, featuring the likes of Claudia Schiffer, are designed in-house. Guess? operates a noteworthy 1,890 stores worldwide. It directly operates more than 750 stores and concessions in the US, Canada, Europe, the Middle East, and Asia. Another 800 stores and concessions are run by licensees in the same markets. To get more bang from its brand, Guess? licenses its name for eyewear, footwear, jewelry, and watches."



# MANAGEMENT & CORPORATE CULTURE

- × ABI/INFORM: a database which searches thousands of business publications
  - + Try the Advanced Search, can perform a more complex search
- × Company's websites – source to familiarize yourself with a company's vision and mission statement
  - + Annual Reports can be a great source of information
  - + Easy source of information, but **just be aware** that the website is a public relations tool for the company.

ProQuest **ABI/INFORM Complete**  
Basic Search | Advanced | Data & Reports | Publications | Browse | About

**Advanced Search**

Look Up Citation | Command Line | Find Similar | Data & Reports

Thesaurus | Field codes | Search tips

management and corporate culture in Anywhere

AND | diageo OR | in Company/organization – ORG

AND | | OR | in Anywhere

Search Clear form

**Search options**

Limit to:  Full text  Peer reviewed  Scholarly journals

Publication date: All dates

Show less

Company/organization: Look up Companies/organizations

NAICS code: Look up NAICS codes

Classification code: Look up Classification codes

Location: Look up Locations

Person: Look up People

Show more fields

Search subject areas

Use search forms customized for each subject:

- The Arts
- Business
- Dissertations & Theses
- Health & Medicine

# FINANCIAL ANALYSIS

✘ Mergent Online contains a wealth of company financial information.

- + Can find financial data for last 15 years and recent SEC filings. For 10-K, 10-Q, and other SEC filings, in addition to Mergent, you can also use EDGAR from the SEC website.
- + “Company Financials” tab has income statements, balance sheets, ratios
- + Compare companies from the “Competitors” tab, can customize a spreadsheet that compares the financial data of your company’s major competitors (you can use the preselected competitors or select your own)

	2010	2011	2012	2013	2014
Revenue	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Net Income	100,000	100,000	100,000	100,000	100,000
EPS (Diluted)	1.00	1.00	1.00	1.00	1.00
EPS (Basic)	1.00	1.00	1.00	1.00	1.00

✘ Business Insights: Essentials is a good place to check as well.

- + Search for a company Can export Financials info to an excel file
- + To find ratios: click “Financials” link under “Related Content” (right side of page), then click “Ratios” tab
  - ✘ You can compare the ratios of your company’s major competitors here as well: choose “Compare to Major Competitors” radio button.



# PASSPORT GMID

- × **Passport GMID** \*: from Euromonitor International, provides access to market research for consumer industries, country profiles for over eighty countries and three million economic, demographic and marketing statistics from around the world. One can find anything from market sizes to top competitors to market share for a number of products in many different countries.
- × Main elements in Passport:
  - 1) Industry reports
  - 2) Country reports
  - 3) Global market and consumer reports
  - 4) Company profiles
  - 5) Commentary & Analysis

\*NOTE: This resource is restricted to **academic use only**.

[Click here](#) for details on how to use Passport GMID to its fullest potential. The resource focuses on three main areas: Industries, Countries and Consumers. In addition, Passport provides information on companies and geographies.





# STOCK INFORMATION

---

- × Mergent Online offers stock information dating back 30 years.
  - + Click on *Equity Pricing* tab after locating your company name.
- × Yahoo Finance is a good place to check for historical stock values - <http://finance.yahoo.com/>.
  - + Search for your company next to “Get Quotes” search box.
  - + Once your company’s profile is open, click “Historical Prices” on left side menu.

# RECENT NEWS

---

- × Articles, controversies, and the latest news can be found by searching in:
  - + ABI/INFORM: a database which searches thousands of business periodicals, includes the *Wall Street Journal* and the *Financial Times*.
  - + Business Source Premier: full-text articles on business topics from more than 2,200 business journals from 1985.
  - + Most of the business databases we discussed now capture relevant news & offer it linked from your company profile: try Mergent Online and Business Insights: Essentials.

# HOW DO I FIND HELP WITH CITING SOURCES?

In academic writing, it is VERY important to properly cite your sources.

- × **Consult Citation Quick Guides** on the library website
  - + MLA
  - + APA
  - + Chicago
- × **EasyBib**: an automatic bibliography and citation maker
- × **Zotero**: free, easy-to-use Firefox extension to help you collect, manage, cite, and share your research sources



# SUMMARY

---

- ✘ Get started by becoming familiar with the library website, business databases, and online research guides that are available to you.
- ✘ Find a company's profile & basic info in Hoover's and Business Insights.
- ✘ Check out the management and culture of a company or industry in ABI/INFORM and Business Source Premier.
- ✘ Dig deeper & analyze a company's finances in Mergent.
- ✘ Locate global marketing data and information in Passport GMID.
- ✘ Look for stock info in Mergent or Yahoo Finance.
- ✘ Scan for recent company or industry news in Mergent, Business Insights, or in article databases like ABI/INFORM or Business Source Premier.