

Research Guide For Business

The Library provides resources to support the Business programs. This guide is meant to help students effectively use those resources.

Library Website

The **Library HomePage** acts as a menu to library resources and other useful information. It can be found at: <http://www.jalc.edu/lrc/library/>. It includes links to library resources as well as links to library services, to assistance in writing and reference list creation, and to e-mail and chat reference services.

Books

The **Library Catalog** includes the holdings (books and videos) of John A. Logan College Library and the Media Distribution Center as well as the holdings of other libraries in the Illinois Heartland Library System consortium. It can be reached from the **Find Books and Media** link on the left side of the **Library HomePage**. **Search tips:** Start with a keyword search. When you find an interesting book, look at the subject headings in the record. By selecting any one of those subject links, you can refine your search to include all books with that particular subject heading. **Examples of keywords:**

Business* (truncation symbol * gets all terms beginning with business)	
Enterprise	Account*
Advertis*	Management
Economics	Marketing

Once you have a list of titles, you can limit the results to those items owned by John A. Logan Library by choosing "John A. Logan" from the "Limit by" pulldown menu in the upper right of the screen. You can check on due dates and renew materials from within the catalog by clicking on "my account", logging in using your barcode and pin, and viewing/selecting items within your account.

Browsing: You can also browse the shelves at the library. The books in the library are organized by the Library of Congress Classification system, which uses letters and numbers as a code for a subject. This code is referred to as the call number. The following LC classes will be helpful to you: **H - for Social Sciences in general; HA - for Statistics; HB and HC – for Economics; HD – for Industries, Land Use and Labor; HF – for Commerce; HG – for Finance; and HJ – for Public Finance.** Most books about business and related fields are shelved in call numbers beginning with **H through HG**. You can browse those shelves for additional books. Business books are shelved in the reference collection as well as the circulating collection.

Borrowing from other Libraries

As part of the Illinois Heartland Library System, you may use your barcode and PIN to request material from other libraries in the consortium from within the Library Catalog. Depending on availability, items usually are delivered to the library within three days to one week. If you do not find what you are looking for in the Library Catalog or in our Online Databases, you can request materials from outside the Illinois Heartland Library System by using the **Book Request Form** in the **Find Books and Media** link from the Library HomePage or you can pick up a form at the circulation desk. Please ask a Librarian for assistance if you need help in completing the form.

eBooks

The library has a number of searchable databases of electronic books covering a wide variety of subject areas including a large number of books on business. They can be found by clicking on the **Find Books and Media** link and choosing one of the following links:

The **eBook Collection** contains digitized versions of books in all subject areas selected and purchased for use by the JALC community.

Credo Reference contains dictionaries, bilingual dictionaries, thesauri, encyclopedias, quotations and atlases, plus a wide range of subject-specific titles covering every topic including accounting, business, finance, industry, management, advertising, construction, and economics.

Sage Reference is a collection of reference books on a wide variety of subjects mostly in the social sciences which include information on business.

Databases

Finding Articles: Use periodical indexes and databases to locate articles, reports, and other documents on your topic. Most of these resources provide full-text articles, which you can print, save, or e-mail. We also have print subscriptions to a small number of magazines and journals. If an article you need is not available at the John A. Logan Library in either print or electronic format, you can request the article from another library through Interlibrary Loan using the forms found either at the Circulation Desk or on the library's website by clicking on **Find Journals and Articles** from the Library HomePage and choosing **Article Request Form**.

To access the journal/article databases, from the Library's HomePage, click on **Find Journals and Articles**. The menu will guide you in selecting the appropriate place to begin your research.

OneSearch allows searching of multiple databases at a time. After clicking on OneSearch, choose as many as databases as appropriate to search. The following databases represent the most useful for research in the art field and can be searched simultaneously using OneSearch or individually by selecting them from the **Databases in Alphabetical Order** link:

Academic Search Complete is a large multi-disciplinary database that provides full text for more than 8,500 journals, including full text for more than 7,300 peer-reviewed titles. Indexing is provided for over 13,200 journals and other publications. PDF backfiles to 1887 are available.

Academic Universe Lexis Nexis is a large database of newspapers, journals, transcripts, and directories. It also includes company profiles, SEC filings, and court cases.

Business Source Elite provides full text for nearly 1,100 business publications, including full text for nearly 500 peer-reviewed business publications. It also includes company profiles from Datamonitor.

CQ Researcher covers the most current and controversial issues of the day with complete summaries, the pros and cons, bibliographies and more. Coverage is from 1923-present.

Facts on File: Issues and Controversies covers the economy and business with topics in banking, commerce, currency, economic indicators and other topics. **Facts on File** also includes information pertinent to business in their **World News Digest** and their **Today's Science** sections.

Newspaper Source provides cover-to-cover full text for more than 40 national & international newspapers. The database also contains selective full text for 389 regional (U.S.) newspapers. In addition, full text television & radio news transcripts are provided.

Opposing Viewpoints provides reports in a uniform format on management, economics, marketing, and other business topics along with journal articles, statistics, reference sources, and links to appropriate websites.

Regional Business News provides comprehensive full text coverage for regional business publications including over 900 business journals, newspapers, transcripts, and newswires from all metropolitan and rural areas within the United States and internationally.

Business Websites

Information on careers in the field as well as information on the latest research or news in the field can be found in websites. The Internet can be a valuable source for supplementing the information you have gathered from books and periodicals. It is important that you evaluate the information you get from the Internet to determine if it is

reliable and useful to your research. The sites that follow represent only a few of those that are available.

Associations

American Accounting Association: <http://aaahq.org/index.cfm>

American Economic Association: <http://www.vanderbilt.edu/AEA/index.htm>

American Finance Association: <http://www.afajof.org/>

American Management Association: <http://www.amanet.org/index.htm>

American Marketing Association: <http://www.ama.org>

American Real Estate Society: <http://www.aresnet.org/index.phtml>

American Small Business Association: <http://www.asbaonline.org/>

American Society of Women Accountants: <http://www.aswa.org/>

American Woman's Society of Certified Public Accountants:
<http://www.awscpa.org/>

Association for Finance Professionals: <http://www.afponline.org/>

Association of Latino Professionals in Finance and Accounting:
<http://www.alpfa.org/>

Business Network International: <http://www.bni.com/>

Direct Marketing Association: <http://www.the-dma.org>

National Association of Black Accountants: <http://naba.associationdigital.com/>

National Association of Tax Professionals:
<http://www.natptax.com/Pages/default.aspx>

Service Corps of Retired Executives Association: <http://www.score.org>

United States Association for Small Business and Entrepreneurship:
<http://www.usasbe.org/>

United States Chamber of Commerce: <http://www.uschamber.org>

Business Resources

Business Plans: <http://www.bplans.com/>

Center for Business Ethics: <http://www.bentley.edu/cbe/>

Center for Women's Business Research: <http://www.nfwbo.org>

Concept Marketing Group: <http://www.marketingsource.com/>

Edward Lowe Foundation: <http://edwardlowe.org/>

Every Franchise and Business Opportunity: <http://everyfranchise.com/>

Forbes Lists: <http://www.forbes.com/lists/>

Fortune 500: <http://money.cnn.com/magazines/fortune/fortune500/>

The Heartland Institute: <http://www.heartland.org>

Hoover's (free version of a subscription service): <http://www.hoovers.com/free/>

MacRAE'S Blue Book: <http://www.macraesbluebook.com/>

Market Watch: <http://www.marketwatch.com/tools/stockresearch/>

Marketing Research Association: <http://www.mra-net.org>

National Bureau of Economic Research: <http://www.nber.org/>

National Center for Policy Analysis: <http://www.ncpa.org>

National Urban League: <http://www.nul.org>

SEC Filings and Forms (EDGAR): <http://www.sec.gov/edgar.shtml>

Stanford Research Institute International: <http://www.sri.com>

Thomas Net: <http://www.thomasnet.com/>

U.S. Census Bureau: <http://www.census.gov/>

U.S. Department of Commerce: <http://www.doc.gov>

U.S. Small Business Administration: <http://www.sba.gov>

Who Owns What?: <http://www.cjr.org/tools/owners>

Selected Full Text Journals/Newsletters

Academy of Marketing Science Review: <http://www.amsreview.org/articles.htm>

Association for Consumer Research: <http://www.acrwebsite.org/volumes/>

Business Week: <http://www.businessweek.com/>

Indian Express and Financial Express newspapers: www.expressindia.com

Find Articles: <http://findarticles.com/> (searches multiple journals – select “free”)

Fortune: <http://money.cnn.com/magazines/fortune/>

Monthly Labor Review: <http://www.bls.gov/opub/mlr/archive.htm>

Smart Money: <http://www.smartmoney.com/>

Metasites Developed by Other Libraries/Business Associations

American Society of Association Executives & the Center for Association Leadership: <http://www.asaecenter.org/>

CEO Express: <http://www.ceoexpress.com/default.asp>

Internet Public Library – Business:
<http://www.ipl.org/IPLBrowse/GetSubject?vid=13&tid=6607&parent=0>

Project Finance Portal (Harvard Business School):
<http://www.people.hbs.edu/besty/projfinportal/>

University of Washington Foster Business Library:
<http://www.lib.washington.edu/business/guides/>

Guides and tutorials

The Library has a range of research guides that will help with searching resources, writing papers, and with references. They can be found by linking to **Research Guides** on the library's HomePage.