

Northeast Lakeview College LRC

Resource Guide – Business Information

www.alamo.edu/nlc/library

GETTING STARTED USING THE ONLINE CATALOG – Books & More!

<http://library.alamo.edu/search/X>

Use the Online Catalog to find materials owned by NLC, SAC, PAC, SPC, and NWV. You can identify e-books, physical books, periodical titles, media items, and government documents.

By doing an **ADVANCED KEYWORD** search, you can specify a specific college, a specific type of material, or a combination of criteria by using **BOOLEAN** connectors **AND**, **OR**, and **AND NOT**.

Use **Subject:** to search within the **subject** field only. This will generally help to narrow your search results by producing fewer matches, for example:

finance limited to Northeast Lakeview College – 885 results

Subject: finance limited to Northeast Lakeview College - 685 results

Use **AND** to narrow your search, for example:

Subject: finance **AND** budget – 16 results

Subject: finance **AND** international – 89 results

Use asterisk to indicate truncation for 1-5 characters to expand your search, for example, **administrat*** will find administrative, administration, etc.

Subject: finance **AND** administrat* - 14 results

Multiple words not in quotes are searched first as a **phrase**. Results are shown with any phrase matches and then with the words searched individually but “**ANDed**” together. To narrow your search to only a specific phrase, enclose it in quotation marks, for example: *marketing research* is a different search than “*marketing research*”

GETTING STARTED USING ELECTRONIC DATABASES – Articles & More!

http://www.alamo.edu/nlc/library/t_Electronic%20Databases.htm

Use the databases that are most appropriate for your subject. Some databases are broad and cross field disciplines, whereas others are more focused on a particular subject area. Click on [Business/Economics/Employment](#) to take you to the list of databases that are most appropriate for business-related topics.

Business & Company Resource Center

This database allows you to locate information about a specific company or industry, or to search for articles.

- A **company search** typically returns information such as the company profile, relevant news articles, company history, investment reports, financials, ranking, suits & claims, products, and more.
- An **industry search** allows you to search for an industry by SIC (Standard Industry Classification) code or NAICS (North American Industry Classification System) code, or industry description. Information typically returned includes an industry overview, market research, rankings, relevant news articles, and more.
- An **articles search** allows you to enter search terms and retrieve articles published in journals, magazines, and newspapers.

Additional Search Options:

An **Advanced Search** is also available. This feature gives you more searching power, and allows the search to be limited by Content Area, Journal Name, Date, etc.

Advanced Search

Select a content area to search, then enter terms into a search box and select the desired field for searching:

Content Area:

in AND

in AND

in

Document Number:

Business Source Complete (or try **Enhanced Business Search Interface** for an alternative search interface)

Business Source Complete includes content such as fulltext journal articles, financial data, reference works, case studies, industry reports, country reports, SWOT analyses, and more. Enter a search, or alternatively, click on the word **Publications** in the green bar to access SWOT analyses and other publications directly. You can also click on **Company Profiles** (under **More**) to quickly access detailed DataMonitor reports by company name.

The screenshot shows the EBSCO Business Source Complete search interface. The top navigation bar includes 'New Search', 'Publications', 'Thesaurus', 'Author Profiles', and 'More'. The 'Publications' and 'More' items are circled in red. Below the navigation bar, the search bar contains the text 'small business management' and 'educat*'. The search bar is set to search in 'SU Subject Terms' and 'AB Abstract or Author-Supplied Abstract'. There are 'Search' and 'Clear' buttons. Below the search bar, there is a 'Suggest Subject Terms' checkbox and an 'Add Row' link. At the bottom, there are links for 'Basic Search', 'Advanced Search', 'Visual Search', 'Search History/Alerts', and 'Preferences'.

Newspaper Databases

These are also a great source for business/company/industry information. **Regional Business News** incorporates business journals, newspapers and newswires covering all metropolitan and rural areas within the United States. Also, try searching in **Newspaper Source**, or **InfoTrac Custom Newspapers**.

FINDING FULLTEXT USING A TO Z ONLINE JOURNAL LOCATOR

If fulltext is not available for a particular article, use the A to Z Journal Locator to find out if it is fulltext in another database.

<https://proxy.nlc.alamo.edu:4443/login?url=http://atoz.ebsco.com/Search.asp?id=8525>

ONLINE RESOURCES

A wealth of business information is available online, but **be sure to evaluate** the quality of any online source before using it. Check out our list of additional helpful free websites at: http://www.alamo.edu/nlc/library/t_links.html#businessandemployment

Helpful websites include:

- **Hoovers Online:** <http://www.hoovers.com/free/> - Provides information about numerous public and private companies. Basic company information, financial information, key people, competitors, rankings, etc. are included.
- **SEC Filings & Forms (EDGAR)** - <http://www.sec.gov/edgar.shtml> - Many of these filings from the Securities & Exchange Commission are available online.
- **Company websites** – Many companies provide information about themselves, such as their annual reports, directly on their websites. Home pages of public companies are usually relatively easy to find by looking them up via Google or guessing at their URLs.