

# **BUSINESS RESEARCH GUIDE**



Sturgis Library  
Kennesaw State University  
<http://www.kennesaw.edu/library/>

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## HOW TO FIND BOOKS

### **Library Catalog**

Electronic catalog for KSU holdings. Search by keyword, title, author, etc.

### **GIL Universal Catalog**

Electronic catalog for the University System of Georgia. You may order any title you find from another library through GIL Express (3-5 days).

### **WorldCat** (through GALILEO)

Search holdings worldwide for books, articles, and other holdings. You may order any title you find through ILLIAD (7-10 days).

## HOW TO FIND ARTICLES

All of these are accessible from the library's website. From the home page, go to:  
Find Information > Find a Database > Sturgis Library Electronic Resources  
All databases are listed alphabetically and have links. For more resources not listed here, search resources by subject on the same page.

### **ABI/Inform** (accessible on [GALILEO](#))

Provides full text for over 1,461 U.S. and international journals covering all aspect of business and management. In addition to the full text, this database offers indexing and abstracts for 759 journals.

### **Business Source Premier** (accessible on [GALILEO](#))

Full text for over 2,280 journals covering all aspect of business. In addition to the full text, this database offers indexing and abstracts for nearly 2,440 journals. This database contains popular business publications such as *Business Week*, *Forbes*, *Harvard Business Review*, and hundreds of scholarly, peer reviewed journals.

### **Emerald Full Text** (available thru KSU Proxy)

More than 150 journal titles focused on management disciplines including strategy, change management, and international marketing.

### **JSTOR** (accessible on [GALILEO](#))

Provides electronic access to back issues (from the date of first publication) of selected, core journals. Select the Business Collection.

### **Regional Business News** (accessible on [GALILEO](#))

Full-text coverage for regional business publications. Regional Business News incorporates coverage of 75 business journals, newspapers and newswires from metropolitan and rural areas within the United States.

**RIA Checkpoint** (on campus only)  
Tax law codes and information; accounting.

**LexisNexis Academic** (accessible on [GALILEO](#))  
Full text database for news, business information, reference, and government information.

## COMPANY AND INDUSTRY INFORMATION; STATISTICS

**County Business Patterns** (<http://censtats.census.gov/>)  
Provides data on the total number of establishments, mid-March employment, first quarter and annual payroll, and number of establishments by nine employment-size classes by detailed industry for all counties in the United States and the District of Columbia .

**D&B Key Business Ratios** (accessible thru KSU Proxy)

**Hoovers Company Capsules and Profiles** (accessible on Galileo - Proquest)  
Brief information on 15,000 companies, including an overview of company operations, addresses, phone and fax numbers, names of key officers, a list of top competitors, sales and employment figures, and stock symbols.

**International Trade Data** (<http://censtats.census.gov/>)  
Exports and imports by Standard International Trade Classification.

**Mergent Online (FIS Online)** (available thru KSU Proxy)  
Global business and financial information on over 25,000 US & foreign companies.

**NTDB National Trade Databank** (on campus only)  
Provides world trade data from the U.S. government. Includes a library of more than 190,000 documents covering export opportunities by industry, country, and product, foreign companies, market guides, country information, etc.

**US Imports and Exports** (library only – station 60)  
Statistics on United States imports and exports. Searchable by word and NAICS code. Data includes current month or year to date.

**USA Counties Information** (<http://censtats.census.gov/>)  
Demographic and economic data for States and counties.

## REFERENCE SOURCES

All sources can be found in the Reference area on the first floor of the Sturgis Library. Other books can be found using the Library Catalog; accessible from the main website.

### Encyclopedias and Dictionaries

<i>Gale Encyclopedia of Economic History</i>	HC102.G35 1999
<i>Encyclopedia of Leadership</i>	HD 57.7 .E53 2004
<i>The MBA's Dictionary</i>	HD70 .U5 O68 1983
<i>International Enc. of Business &amp; Management</i>	HF1001 .I53 1996
<i>Dictionary of Marketing Terms</i>	HF5412 .S52
<i>Dictionary of Accounting</i>	HF5621 .D53 1999

### Statistics and Facts

<i>Business Statistics of the United States</i>	HC101.B885
<i>One Hundred Years of Economic Statistics</i>	HC106.L68 1989
<i>Economic Report of the President</i>	HC106.5 .A27
<i>The Quality Yearbook</i>	HD62.15 .Q366
<i>Public Land Statistics</i>	HD183 .B87
<i>US Company Archives</i>	HD2746.55 .U5 M4662
<i>Monthly Statistics of International Trade</i>	HF91 .M662 2006
<i>International Financial Statistics</i>	HG61 .I57
<i>Standard and Poor's CreditWeek</i>	HG4501 .S7662
<i>Mergent Bond Record</i>	HG4905 .M782

### Industry Information and Ratios

<i>US Industry and Trade Outlook</i>	HC101.U54 122 2000
<i>Standard and Poor's Industry Surveys</i>	HC106.6 .S74 2006
<i>Market Share Reporter</i>	HF5410 .M35
<i>Annual Statement Studies Financial Ratio Benchmarks</i>	HF5681 .B2 R58
<i>Almanac of Business &amp; Industrial Financial Ratios</i>	HF5681 .R25 A45
<i>Industry Norms &amp; Key Business Ratios</i>	HF5681 .R25 I53

### Guides and Handbooks

<i>Mergent's Handbook of Common Stocks</i>	HG4501 .M5913
<i>North American Industry Classification System</i>	HF1042 .N67
<i>Harris' Complete Guide to NAICS</i>	HF1041.5 .H37 2001
<i>Handbook of Organizational Behavior</i>	HD58.7 .H355 1993
<i>The Non-profit Management Handbook</i>	HD62.6 .N662 1993
<i>Family Business Sourcebook</i>	HD62.25 .F34 1996
<i>How to Set Up Your Own Small Business</i>	HD62.7 .H683 1999
<i>Handbook of Organizational Consultation</i>	HD69 .C6 H363 1993
<i>Small Business Sourcebook</i>	HD2346 .U5 S65 1995
<i>The New Nonprofit Almanac &amp; Desk Reference</i>	HD2769.2 .U6 N47 2002
<i>Marketing Information: A Professional Reference</i>	HF5415.124 .M371
<i>How to Develop a Personnel Policy Manual</i>	HF5549 .A2 L295 1990
<i>The Handbook of Human Resource Management</i>	HF5549.17. I33 1998

### **Accounting Laws and Standards**

<i>Manual of Credit and Commercial Laws</i>	HF5565 .C9152 2005
<i>Accounting Standards: Current Text</i>	HF5616 .U5 A5856
<i>Transnational Accounting</i>	HF5626 .T72 2001
<i>Accounting Trends and Techniques</i>	HF5681 .B2 A35 2005
<i>Preparing Financial Statements</i>	HF5681 .B2 C565

### **Directories**

<i>Owners &amp; Officers of Private Companies</i>	HD38.25 .U6 O94 1995
<i>National Directory of Corporate Public Affairs</i>	HD59 .N37 2006
<i>National Minority Business Directory</i>	HD2346 .U5 T8 1994
<i>Major Companies of Europe 1999</i>	HD2844 .M34 1999
<i>World Business Directory</i>	HF54 .U5 W667 1992
<i>American Big Business Directory</i>	HF5035 .A44
<i>Directory of International Direct and e-Marketing</i>	HF5415.126 .D57 2003
<i>Hoover's Handbook of World Business</i>	HG61 .I57
<i>Company Profiles for Students</i>	HG4057 .A154 1999

<i>Hoover's Handbook of American Business</i>	HG4057 .A28617 2000
<i>Standard and Poor's Register</i>	HG4057 .A4 2001
<i>Ward's Business Directory</i>	HG4057 .A47 2001

**FOR MORE INFORMATION ON RESOURCES AND RESEARCH IN BUSINESS:**

*How to Find Information About Companies*  
REF HD2771 .H68 1999

*International Business Information: How to Find It. How to Use it.*  
REF HF54.5 .P33 1994

*Modern methods for business research* (Electronic Book)  
HD30.4 .M627 1998

*Search smart and get ahead* (Electronic Book)  
HD30.4 .S5 2000

GLOSSARY

**FULL TEXT:** These are the complete articles from journals and magazines. When searching, the whole article is searched rather than parts of it.

**ABSTRACTS:** This is a short explanation of the article and what you can find in it. If you wish to read the whole article, you can check if we have it in another format (print, microfilm, etc) or you can order it from Inter-Library Loan. Very helpful if doing ongoing research or are not in a rush.

**CITATION:** Only the author, title, and journal (or source) information is listed. Helpful, but articles may not be relevant.

## KEY WEBSITES

**American Management Association** (<http://www.amanet.org/>)

**CEOExpress.com** (<http://www.ceoexpress.com/>)

Contains many business related links to news, search engines, business sites, tech news, travel info, etc.

**Business and Professional Women's Foundation (BPWF)**

(<http://www.bpwusa.org/>)

Dedicated to improving the economic status of workingwomen through their integration into all occupations. Conducts and supports research on women and work, with special emphasis on economic issues.

**Society for Human Resource Management** (<http://www.shrm.org/>)

The world's largest association devoted to human resource management.

**EDGAR** (<http://www.sec.gov/edgar.shtml>)

Website of the US Securities and Exchange commission where companies must file financial and company information. The information is available free to anyone. A tutorial for the site is provided.

**Europa** (<http://europa.eu/>)

Europa is the portal site of the European Union. It provides up-to-date coverage of European Union affairs and essential information on European integration. Users can also consult all legislation currently in force or under discussion, access the websites of each of the EU institutions and find out about the policies administered by the European Union under the powers devolved to it by the Treaties.

**Free Management Library** (<http://www.managementhelp.org/>)

This is a community resource to be shared and contributed to by the public. The overall goal of the library is to provide basic, how-to management information to managers -- particularly those with very limited resources. The focus of the library is on free, on-line management resources.

## JOURNALS IN BUSINESS

All journals listed below are available at the Sturgis Library in one or more formats.  
 Dates of holdings and format are included. For a complete list of periodicals in Business, go to:  
[Find Information > Find a Journal > Subject Search > Business.](#)

<i>American Business Law Journal</i>	1965--	microfilm, online
<i>American Enterprise</i>	1990--	microfilm, online
<i>Atlanta Business Chronicle</i>	1986--	print, microfilm, online
<i>Business Education Forum</i>	1969--	print, microfilm
<i>Business Week</i>	1950--	print, microfilm, online
<i>Forbes</i>	1957--	print, microfilm, online
<i>Fortune</i>	1949--	print, microfilm, online
<i>Harvard Business Review</i>	1922--	print, microfilm, online
<i>International Journal of Business Studies</i>	2003--	online
<i>Journal of Business</i>	1954--	print, microfilm; online
<i>Journal of Bus. &amp; Econ. Statistics</i>	1983--	online
<i>Journal of Business Ethics</i>	1987--	online
<i>Journal of Bus Finance &amp; Accounting</i>	1982--	print, microfilm, online
<i>Journal of Business Logistics</i>	1978--	online
<i>Journal of International Bus. Studies</i>	1970--	microfilm, online
<i>Journal of Small Business Management</i>	1964--	microfilm, online
<i>Mergers &amp; Acquisitions</i>	1979--	print, microfilm, online
<i>Operations Research</i>	1956--	print, online
<i>Public Relations Quarterly</i>	1965--	online
<i>Purchasing</i>	1983--	print, microfilm, online
<i>Southern Business &amp; Economic Journal</i>	1989--	print
<i>Survey of Current Business</i>	1958--	print, microfilm, online

## SEARCHING TIPS

Searching in most databases and our online catalog can be done in a couple of ways, including:

- Keyword searches
- Subject searches

**Keyword** searching involves choosing a few search terms and combining them to find what you're looking for by using AND, OR, NOT and a few simple symbols.

- business AND textile
- (advertising OR distribution) AND "spot television"
- manag\* AND (financial NOT retirement)

**Subject** searching requires using pre-defined terms under which books and articles have been classified. Different databases and systems use different subject terms.

- For the library catalog, Library of Congress subject headings are used. You can search to find terms, then search to find materials classified under that term. **Alternatively, you can use simple keyword searches, find a book or material that interests you, and view the record for that item—subject terms will be listed which have links you can use to search.**
- Most electronic databases have a list of subject terms you can use to assist you in finding relevant articles. To see the list, find and search the **thesaurus** or **subject list**.
- Some LC subject headings in education
  - Business and education
  - Business and politics—United States
  - Business – Communication systems -- Management
  - Management – Employee participation
  - Management information systems
  - Management – Research -- Methodology
  - Accounting fraud – United States
  - Accounting – Quality control
  - Accounting – Standards – United States
  - Marketing – Aspect social
  - Marketing channels

**If you do not find what you are looking for in our catalog, try searching the GIL Universal Catalog (<https://giluc.usg.edu/>) to look in other libraries. Books checked out from GIL Express take only 3-5 days.**