



BUSINESS LIBRARY RESOURCE GUIDE SHAKE LEARNING RESOURCES CENTER

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Shake Library offers students, faculty, and staff a wide array of resources to use in locating information on any given topic. From traditional print material such as books to more popular online resources such as *Academic Search Premier*, one can find information about a topic. Four professional librarians are available to assist library users in finding and locating information. **If you need help, ask a librarian at the Reference Desk.**

INFORMATION PATHWAYS

- Find Books: VU WebCat Online Catalog (books, music, videos, ebooks, periodicals, etc.)
- Find Articles: Periodical Databases (EBSCOhost, LexisNexis Academic, ProQuest, etc.)
- Library Reference Collection: (dictionaries, encyclopedias, handbooks, statistics, etc.)
- Internet Resources

I. FIND BOOKS: VU WEBCAT (LIBRARY CATALOG)

VU WebCat is VU's computerized catalog of books, ebooks, DVDs, videotapes, music CDs, periodicals subscribed to by the library, and some useful web sites. *VU WebCat* is available in the library and through the World Wide Web (You access the VU Library home page at <http://www.vinu.edu/>, then select the Academic Resources tab at the top of the page, then click VU Libraries, then Find Books, and then VU WebCat).

The user can find materials quickly using the Keyword Search function, which offers more flexibility in searching. Keyword Search supports the following search functions:

- Author name
- Title
- Subject (use topics like accounting, advertising, business communication, communication in management, competition, customer relations, electronic commerce, entrepreneurship, executives, industrial management, international business enterprises, international trade, management, marketing, negotiation in business, office management, office practice, organizational behavior, organizational change, organizational effectiveness, retail trade, sales management, selling, small business, success in business, time management, total quality management, etc.)
- Keyword
- Phrase searching

The Dewey Decimal Classification area for business is 650 through 659.

II. FIND ARTICLES (ELECTRONIC PERIODICAL DATABASES)

Shake Library offers researchers many choices of electronic databases for use in locating articles on specific topics in periodical literature (newspapers, journals, magazines, etc). After accessing online databases, use the help information available with each database to become familiar with its search options. If you need assistance with using a database, please ask for help from a librarian at the Reference Desk. To search periodical databases, go to the VU Library home page at <http://www.vinu.edu/>, then select the Academic Resources tab at the top of the page, then click VU Libraries, then Find Articles, and then click the database you want to search.

Find Periodical Titles (Periodical Collections)

This resource provides a searchable listing of all periodical titles available through the library. This includes all title holdings in the library's physical collections (recent issues, bound, and microform) as well as electronic issues made available through database vendors like *EBSCOhost*, *ProQuest*, and *LexisNexis Academic*. You can search by title, subject, or keywords. This is an excellent tool to see what publications are available in specific subject areas. You access this resource by following the instructions noted above in getting to the library's Web page. You then select the link "Find Periodical Titles" found under the list of links on the left side of the VU Libraries page. To browse periodicals by subject category, select the subject "Business & Economics" and then click search. A list of business-related subjects will appear with the number of publications available under each subject.

EBSCOhost

EBSCOhost offers business researchers three databases to search for information related to business topics. The following EBSCOhost databases are provided through INSPIRE, the Indiana Virtual Library.

- *Business Source Premier* – This database is an important resource for locating information on any business topic. The full text for more than 8,000 business journals, magazines and other sources is provided. All topics relating to business are covered, with coverage dating as far back as 1965. This resource also provides detailed information on thousands of companies. Besides periodical articles, this database also provides detailed company information by using the **Company Profiles** search function located at the top of the database's search page. There are reports on thousands of companies.
- *Corporate ResourceNet* – This resource is focused on topics critical to the corporate world. Articles are taken from more than 1,350 business publications.
- *Regional Business News* – This database covers business news appearing in regional business journals, newspapers and newswires.

ProQuest

ProQuest offers a suite of databases that cover everything from career and vocational education to social science. More than 3,000 publications are listed in *ProQuest*, with many available in full text. There are many full text business-related periodicals in *ProQuest*, including such publications as *Accounting Horizons*, *Business Communications Review*, *Direct Marketing*, *Journal of Business*, *Journal of Small Business Management*, *Sales and Marketing Management*, and *Survey of Current Business*.

LexisNexis Academic

Whether you're looking for company financial information from government or private sources, business news, market research, industry reports or actual Security and Exchange Commission (SEC) filings, *Academic Universe* provides timely information that lets researchers conduct substantive research from credible sources with relevant results. Business-related information is found in two areas of *LexisNexis Academic* by clicking on the **News** tab or the **Business** tab at the top of the page.

- **News – Business News Publications** – Use this resource to search news sources pertaining to general business, accounting, economics, management, human resources, and taxes.
- **Business** – This area of *LexisNexis Academic* contains information on accounting resources and companies. Detailed company reports and SEC filings are located here.

III. LIBRARY REFERENCE COLLECTION

Accountants' Handbook (Ref. 657 A172a)
Accounting, Budgeting and Finance: A Reference for Managers (Ref. 657.03 W842a)
Accounting Reference Desktop (Ref. 657 B813ar)
The Advertising Age Encyclopedia of Advertising (Ref. 659.103 A244a)
AMA Handbook of Business Letters (Ref. 651.75 S454a)
AMA Management Handbook (Ref. 658 A479a)
Barron's Finance & Investment Handbook (Ref. 332.6 D748b)
Business Information Desk Reference (Ref. 332.02 F853b)
Business Rankings Annual (Ref. 338.74 B979b)
Business Statistics of the United States: Patterns of Economic Change (Ref. 338 W846d)
Business: The Ultimate Resource (Ref. 658 B979b)
Dictionary of Accounting (Ref. 657.03 C699d)
Dictionary of Accounting Terms (Ref. 657.03 S571d)
Dictionary of Banking & Financial Services (Ref. 332 R813d)
Dictionary of Banking Terms (Ref. 332.103 F546d)
Dictionary of Business Terms (Ref. 650.03 F911d)
Dictionary of Finance and Investment Terms (Ref. 332.6 D748d)
Dictionary of Marketing and Advertising (Ref. 658.803 R813d)
Dictionary of Marketing Terms (Ref. 658.8 I32d)
Encyclopedia of Banking Finance (Ref. 332 M966e)
Encyclopedia of Business (Ref. 650.03 E56e)
Encyclopedia of Business and Finance (Ref. 650.03 E56e)
Encyclopedia of Leadership (Ref. 658.4 H633e)
Encyclopedia of Management (Ref. 658.03 E56e)
Encyclopedia of Money (Ref. 332.4 A427e)
Finance & Investment Handbook (Ref. 332.6 D748b)
Financial Institutions, Markets, and Money (Ref. 332.1 F491f)
The Franchise Annual (Ref. 658.87 F816f)
Guide to Economic Indicators (Ref. 330.973 F944g)
A History of Money: From Ancient Times to the Present (Ref. 332.49 D255h)
Hoover's Handbook of American Business (Ref. 338.74 H789a)
Hoover's Handbook of World Business (Ref. 338.74 H789b)

How to Set Up Your Own Small Business (Ref. 658.022 F194h)
Indiana Business Directory (Ref. 380.1025 I39b)
International Dictionary of Marketing (Ref. 658.8 Y12i)
Market Share Reporter (Ref. 332 M345m)
New Palgrave Dictionary of Money & Finance (Ref. 332.03 P161n)
The New York Times Dictionary of Money and Investing (Ref. 332.03 M851n)
The Portable MBA Desk Reference: An Essential Business Companion (Ref. 650 P839p)
The Value of a Dollar: Colonial Era to the Civil War: 1600-1865 (Ref. 332.41 V215v)
The Value of a Dollar: 1860-1999 (Ref. 332.41 V215v)
Wall Street Words: An A to Z Guide to Investment Terms for Today's Investor
(Ref. 332.6 S425w)

IV. INTERNET RESOURCES

Best of the Best Business Web Sites

<http://www.ala.org/ala/rusa/rusaourassoc/rusasections/brass/brassprotools/bestofthebestbus/bestbestbusiness.htm>.

A subject guide to excellent business Web sites covering accounting and taxation, business ethics, international business, small business and much more.

Business Web Sites

<http://library.csun.edu/kbanderson/busweb1.html>

This site provides a large compilation to business-related web sites.

Indiana Business Research Center (IBRC)

<http://www.ibrc.indiana.edu/>

This is an excellent source for locating business, demographic and census information concerning Indiana. The publication, *Indiana Business Review*, is available.

Librarians' Index to the Internet: Business, Finance, & Jobs

<http://lii.org/search/file/busfinjobs>

This Web site provides the business researcher with a large number of quality resources related to all areas of business, finance, and employment.

U.S. Small Business Administration

<http://www.sba.gov>

This is the official starting point for resources and programs offered by the SBA. Begins with Starting Your Business, Financing Your Business, and, Expanding Your Business.