

Business Reference and Resources

Databases:

- **Business Source Premier**: Scholarly business database, which includes full-text resources in all disciplines of business, marketing, management, MIS, Accounting, Finance, and economics.
 - Search with keywords or company names for articles and research
 - Combine terms using “and” & “or” EX: “pepsico and cereal” will return results with both terms, “pepsico not cereal” will get rid of anything about cereals.
 - Limiters for scholarly resources and full-text are clickable
 - You can also limit to company reports, industry overviews, & company profiles
 - Most major companies include their entire yearly reports on this site.
- **Lexis/Nexis: Academic Universe** includes business, legal and medical journals as well as major newspapers from around the world. **Statistical Universe** includes statistics from all federal agencies. All articles are full-text.
 - Click on the Tab labeled “Business”
 - Input company name. If you don’t know the exact official name, L/N will give you choices, each labeled as public or private
 - A “snapshot” will be returned, including general company information.
 - Use the list on the left to narrow or expand the information returned
 - L/N also provides links to the latest news stories about the company
 - All content is full-text, but may not be scholarly!

Books:

- Use the Quest and Mobius catalogs
- Specific company names will not return many results, so try broader terms for you company’s products or industry.

Websites (on the library page under “web resources”):

- Economic Indicators: <http://www.gpoaccess.gov/indicators/index.html>
- Bureau of Economic Analysis: <http://www.bea.gov/>
- American Stock Exchange: <http://www.amex.com/>
- Bureau of Labor Statistics: <http://www.bls.gov/>
- Hoover’s (some content costs \$\$) : <http://hoovers.com/free/>
- Yahoo Finance: <http://finance.yahoo.com/>

Stuck? Ask a librarian!

Email: library@centralmethodist.com or cmdudenh@centralmethodist.com

Call 248-6292, or 248-6271

Facebook: Cindy Dudenhoffer, post a question on my wall!