

TIM 685 Strategic Planning

The Library Has These Databases Which You Can Use

1. ABI Inform / ProQuest
2. Business and Company Resource Center (BCRC)
3. Business Source Premier

These databases are available from the Library's Home Page, under "Databases". They provide the full text of articles from professional journals and popular magazines, but they do not have the full text of every article; some results will be only citations or summaries.

All databases are accessible from off-campus through your college SITNetID.

Notes On The Databases

- *ABI Inform* is part of a larger database, *ProQuest*; it focuses on business matters. *Proquest* contains full text articles from Barron's, New York Times, and the Wall Street Journal. *ABI Inform* contains the full text of Barron's and the Wall Street Journal.
- In *BCRC*, keep your searches simple, like only the first word in the name of the company, and then select the company you want from a list. You're less likely to miss information searching this way. Companies seem to be listed according to their sales, so the parent company is usually listed first; if you get too many results select the "Ultimate Parent" search.
- All of the good stuff in *BCRC* is hidden behind the yellow tabs at the top of the screen.
- Sometimes the best place to find a company's statistical information, etc. is in its annual report in the Investor Relations portion of the company's home page.

Finding Material

Divide your research into two stages:

Stage 1: Use the library databases to *identify* a source, e.g., a journal article.

Stage 2: Use various resources to *locate* the source, including:

360 LINK to full text / List of E-journals – a list of magazines & journals available via our databases

List of Print Journals – a list of our print serials; the list is available in print & online

Librarians – feel free to ask a librarian to help you locate material

Interlibrary Loan – fill out an online ILL form to obtain material we do not own, available from the Library's Home Page.

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Reference Books

1. Almanac of Business and Industrial Financial Ratios. Ready Ref HF5681 .R25 T68 2009.
2. Business Plans Handbook. Ref. HD62.7.B865
3. Industry Norms & Key Business Ratios. Ready Ref HF5681.R25I525 2007/2008.
4. Lifestyle Market Analyst. Ready Ref HF5415.33.U6L54 2001
5. Standard and Poor's Industry Surveys. Ready Ref HC106.6 .S74 Update.
6. State and Metropolitan Area Data Book. <http://www.census.gov/statab/www/smadb.html>

Related Web Sites

Subject Directories

- Librarian's Index to the Internet <http://www.lii.org>
Internet Public Library <http://www.ipl.org>

Statistical Web Sites

Econdata.net – “Your guide to regional economic data on the web.”

www.econdata.net

FedStats - “Gateway to statistics from over 100 U.S. Federal agencies”

<http://www.fedstats.gov>

U.S. Census Bureau – including the Statistical Abstracts of the United States

<http://www.census.gov>

U. S. Census Bureau: Demographic Profiles

<http://censtats.census.gov/pub/Profiles.shtml>

U.S. Department of Labor. Bureau of Labor Statistics.

<http://www.bls.gov>

Specialized Web Sites

Website Marketing Plan.com <http://www.websitemarketingplan.com>,

About.com <http://www.marketing.about.com/od/internetmarketing>

Small Business Development Center. <http://sbdcnet.utsa.edu>

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

Entrepreneur.com. <http://www.entrepreneur.com>

We have an office of the Small Business Development Center at SUNYIT in Kunsela Hall, B206.

APA Documentation Style

1. An official APA manual is available on Reserve and in Reference.
2. Citation handouts are available online on the library's webpage under *Research Guides*.
3. Make A Citation – <http://citation.sunyit.edu>

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