

Everyone Can Find Management and Business Information

Cambridge College Online Library provides thousands of full-text scholarly articles and books for researching many topics in management and business.

Our management and business databases include Ebrary Electronic Books, Business Source Premier, Regional Business News, Newspaper Source, and Greenfile, as well as our all-subject area databases Academic Search Premier and Wilson Select Plus. All these databases are searched at one time using *EBSCOHost Find It Fast* from the CCOL HOME page.

Here are tools in the CCOL to get your research started

Research Starters in Business – “Research Starters are study and research guides...They consist of comprehensive, yet concise topic summary articles of about 3,000 words in length written by researchers, scholars and other subject matter experts.”

- On the CCOL HOME page, click Direct to Databases
- Click EBSCOHost Find It Fast
- On the resulting “Choose Databases” page, uncheck everything but Research Starters in Business
- Click continue
- Put a term in the search box and click Search. For example:
 - There are 14 articles on “conflict management.”
 - There are 76 articles on “entrepreneurship”
 - There are 103 articles on “leadership”

e-Global Research Guides – “e-global Research guides are designed to help you understand how to find information on a specific topic, for example American literature or physics. The guides are written so that if you are unfamiliar with a topic, you will be able to quickly see all the research “starting points,” including titles of books, periodicals (magazines and journals), associations, government resources, databases, and Internet resources. In addition, we tell you other subject areas included in your topic, suggest alternative search words or phrases when appropriate, and note where you’ll find books shelved in your local library on your topic...”

- On the CCOL HOME page, click Research Starters By Subject
- Click e-Global Research Guides
- Click Business
- 34 subject areas include
 - Negotiation and Conflict Management
 - Small Business Management
 - Project Management

e-Global Program Resources – similar to e-Global Research Guides, with some additional subject areas

- On the CCOL HOME page, click Research Starters By Subject
- Click e-Global Program Resources
- Click Business & Law
- 29 subject areas including
 - Telecommunications
 - Mass Media
 - Paralegal Studies

Tutorial on how to do business research

- From the CCOL HOME page, click Instructions & Help
- Click Library, Research, & Writing Tutorials
- Click Business Research 101

To search for management and business books in the Ebrary Electronic Books collection

- From the CCOL HOME page, click Direct to Databases
- Click Ebrary Electronic Books
- Click Advanced (to the right of the “Search Ebrary” box)
- Use the drop-down menu of the “Search in” box to search by subject (or title, author, etc.)
- For example, a *Search in SUBJECT for management* yields more than 2600 books including
 - *First Time Manager: First Steps to a Brilliant Career*
 - *Manager’s Survival Guide*
 - *How to Be an Even Better Manager*

Useful websites

Although not from scholarly journals, useful information can be found on the web. These sites come highly recommended from a national survey of reference librarians.

Note: websites can change and disappear at any time! If the URL doesn’t work, try putting the name of the site into Google.

Supersites of management information

Free Management Library at <http://www.managementhelp.org/>

Thorough, credible overviews with links and bibliographies on management topics including systems thinking, organizational change, research methods, customer service, more. “There are approximately 650 topics in the Library, spanning 5,000 links. Topics include the most important practices to start, develop, operate, evaluate and resolve problems in for-profit and nonprofit organizations. Each topic has additionally recommended books and related Library topics.”

U.S. Small Business Administration at <http://www.sba.gov/> For planners, tools, resources, laws, research reports, statistics.

The Michigan Electronic Library (MEL) Business, Economics and Labor Collection

<http://mel.org/SPT--BrowseResources.php?ParentId=173> contains Internet resources to support the needs and interests of businesses, librarians.

Best of the Best Business Web Sites (ALA/BRASS) -

<http://www.ala.org/ala/mgrps/divs/rusa/sections/brass/brassprotools/bestofthebestbus/bestbestbusiness.cfm>

Especially see the page on **Best of the Management** websites

<http://www.ala.org/ala/mgrps/divs/rusa/sections/brass/brassprotools/bestofthebestbus/bestbusinesswebsitesgeneral.cfm>

Business Navigator (The New York Times Newsroom Navigator) -

<http://www.nytimes.com/ref/business/business-navigator.html>

Lots of links, well-organized.

Especially see the Management section at <http://topics.nytimes.com/top/news/business/small-business/management/index.html>

Gary Price's List of Lists in Business and Management

http://www.specialissues.com/lol/dispLOL.cfm?Subject_ID=BUSINES008 such as most innovative companies, best companies to work for, top 100 megabrands – all those lists in one place.

Internet Public Library Business Administration and Management resources

<http://www.ipl.org/IPLBrowse/GetSubject?vid=13&cid=1&tid=6609&parent=6607>

Small business how-to information

Hoovers www.Hoovers.com has small business forms, company info, and “expert advice.”

Thomasnet at www.thomasnet.com to search for suppliers for your product.

Doing Business on the Internet" – a resource guide from the US Library of Congress

<http://www.loc.gov/rr/business/ecommerce/inet-business.html>

Website that provides free tutorials for online marketing tools

<http://www.thirtydaychallenge.com/>

Writing a business plan or doing market research?

Step By Step Business Plan site

<http://www.virtualpet.com/industry/howto/search.htm>

Click from *Our Step By Step Process* for an incredibly thorough and highly interactive site covering just about everything you need to do (ignore all reference to Oklahoma or OSU libraries.)

<http://www.inc.com> Lots of resources!

http://www.morebusiness.com/templates_worksheets/bplans/ for sample business and marketing plans and more.

Encyclopedia of Business Information Sources, Gale Research

Identifies trade associations, publications, and research institutes by industry. Look for it in the Reference section of many libraries.

Internet Marketing Tool – has a free trial

<http://www.noblesamurai.com/dojo/marketsamurai/8916-how-to-unmask-your-google-competition>

Legal information

Online Encyclopedia for Legal Researchers <http://law.lexisnexis.com/infopro/zimmermans/>
the focus is on corporate law.

Find statistics and demographics at government websites

U.S. Census Bureau/American Factfinder <http://factfinder.census.gov/home/saff/main.html> or www.census.gov

Bureau of Labor Statistics www.bls.gov

US Securities and Exchange Commission <http://www.sec.gov/>

US SEC/EDGAR <http://www.sec.gov/edgar.shtml> Filings for all domestic and foreign companies.

State government agency business support websites, such as

- Massachusetts <http://www.mass.gov/?pageID=mg2constituent&L=2&L0=Home&L1=Business&sid=massgov2>
- Georgia http://www.georgia.gov/00/channel_title/0,2094,4802_4971,00.html

To find your state's resources, go to your state's website, such as www.georgia.gov, and look for a link to the business info.

STAT-USA/Internet is an extensive collection of U.S. economic and finance data, international trade statistics, and market research reports. It is divided into two main areas: State of the Nation and GLOBUS & NTDB. **This costs money but is highly recommended**
www.statusa.gov

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.
www.census.gov/naics

U.S. Small Business Administration at <http://www.sba.gov>
Click *Starting Your Business*, then click *Do Your Research* for statistics.

Research patents and copyrights

US Patent Office – patent and trademark searches

<http://patft.uspto.gov/>

US Copyright Office

<http://www.copyright.gov/records/>

How to check on renewed copyrights

<http://onlinebooks.library.upenn.edu/renewals.html>

Are You Planning a Questionnaire, Survey, Interview, or Focus Group?

<http://www.managementhelp.org/>

Click the *Research Methods* box for instructions for doing interviews, questionnaires, surveys, focus groups, and case studies; and for analyzing results.

Try a Trade Association for information and help

To check out the competition, find periodicals, identify conferences, talk to a librarian or expert on the product and more, try a trade association. Go to almost any library and **look in the *Encyclopedia of Associations*** for a thorough search of all associations, not just those that have websites.

<http://www.ipl.org/ref/AON>

Search engine for some associations on the internet, but there's no free site that has them all.

Research international and import-export businesses

globalEDGE - <http://globaledge.msu.edu/> Created by the International Business Center at Michigan State University (IBC), globalEDGE™ is a knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities.

USA Trade Online provides current and cumulative U.S. export and import data on more than 18,000 export commodities and 24,000 import commodities worldwide! Using the Harmonized System (HS) and the North American Industry Classification System (NAICS) codes, customers are able to select broad commodity categories up to the 10-digit HS or up to the 6-digit NAICS level. **This costs money but is highly recommended.** www.usatradeonline.gov

<http://www.virtualpet.com/industry/howto/search2.htm#companies>

Click Step #16, The International Market

U.S. Census Bureau Foreign Trade section at <http://www.census.gov/foreign-trade/index.html>

Finance and investment Information

Yahoo Finance at <http://finance.yahoo.com> Lots of stats and numbers and info for the investor.

Big Charts at <http://bigcharts.marketwatch.com> Lots of charts for investors.

US SEC/EDGAR <http://www.sec.gov/edgar.shtml> Filings for all domestic and foreign companies.

OSU Virtual Finance Library - <http://fisher.osu.edu/fin/overview.htm> Finance and investment links.

Find a magazine on your topic or industry?

Publist

<http://www.publist.com>

Lists 150,000 periodicals. Search by words that might be in the title.

Find more books

<http://www.amazon.com> or <http://www.bn.com>

Easy search tools for good lists and excerpts of current books. Many may be available at a local library. If you need to buy a book, consider ordering from your local independent bookseller, or buy a less expensive copy online from an independent bookseller at

<http://www.bookfinder.com>

If you can't find what you need or you need more, ask yourself:

Who would care about this topic?

Where would they publish what they know?