Online Resources for Business

Off-Campus Login Information

To access the library databases:
- All the library databases are password protected.
- Go to the library web page.
  (www.lakeland.edu/library)
- Click **Database**s **Find Articles.**
- Select the database you wish to search.
- Enter the library username and password.

Finding Books

Lakeland's online library contains a wealth of online books covering a wide variety of topics. Go to the library website; click on Databases *Find Articles.* Select *eBook Collection.* Log in with username and password listed above.

Enter your search terms in the search box and click *Search.* All items in your results list will include two options for viewing the book. The *eBook Full Text* option allows the reader to read the book or sections of the book online without downloading extra software to your computer.

If you want to download the book to read offline on a mobile device or computer, use the *Download* (offline) option. You will need Adobe Digital Edition (free) and an EBSCO account (free). Detailed directions can be found in the *Find Books* section of *Library Resources* on Blackboard.

Finding Journal/Magazine Articles

Access complete articles at no cost! Magazine articles, scholarly journals, company profiles, analyst reports and news articles are a click away. The library provides numerous databases to help you find articles on business-related topics.

Need a scholarly article? Look for a limiter within the database to restrict your results to scholarly journals.

Can't get to the library for a copy of the article? Limit your search results to those including a complete copy of the article by using the full-text limiter.

Find business content in these library databases:

EBSCOhost Databases*

To access EBSCOhost databases, click *Databases Find Articles* on the library's webpage. Select EBSCOhost Databases from the list of databases that appears. Select one of the following databases:

Academic Search Premier
- Covers a variety of topics including business.
- Popular, trade and scholarly articles

Finding Journal/Magazine Articles con't

Business Source Complete
- Covers business only
- Popular, trade and scholarly articles
- Full-text from many journals including *Harvard Business Review*
- Datamonitor/MarketLine Company Profiles
- SWOT analysis
- Market research reports
- Industry reports
  Articles from business newspapers

MasterFILE Premier
- Popular magazines
- Trends

Newspaper Source Plus
- Newspaper articles
- Regional business publications.

Regional Business News
- Newspaper articles
- Regional business publications

JSTOR
- Scholarly articles only; most prior to 2011.

LexisNexis Academic
- Court cases and state and federal laws
- Company profiles
- Brands/competitors
- SEC filings
- Current newspaper and industry trade press articles
- *Accountant's Handbook* & *Accountant's Liabilities*

ProQuest
Includes the following databases with business content:
ProQuest Research Library
- Newspaper, trade, popular & scholarly articles

ProQuest Psychology Journals
- Articles on psychological aspects of business such as marketing, human resources & teams.

Sage Online Journals: scholarly articles only.

Inter-library Loan

Found the perfect article, but it is not available online? Don't despair! Give the library's interlibrary loan services a try. Fill out the interlibrary loan request form. We will request the article from another library and email it to you.

Finding Referenced Articles

Have you found a citation for an interesting article on the reference page of another article or in your textbook that you would like to locate? Give our *E Journal List A-Z* a try.

Enter the name of the journal in which the cited article appeared. Our *E Journal List* will tell you if that article can be found in one of Lakeland's database

Online Resources for Business

Finding Company Information

Publicly-traded companies are easier to research. The amount of information available for private companies is limited.

Business Source Complete, available in EBSCOhost databases, includes a *Company Information* tab on the initial search screen. Click on the tab. Enter a company name in the search box. When your results appear, use the options on the left side of the screen to limit your results to SWOT analysis, industry profiles, market research reports and more.

EDGAR, available at **http://www.sec.gov/edgar.shtml** consists of documents filed with the U.S. Securities and Exchange commission. . These documents are also available in LexisNexis Academic.

For help in navigating this expansive website, go to http://www.sec.gov/investor/pubs/edgarguide.htm

LexisNexis Academic provides a *Get Company Info* search box that allows searching by company name or ticker symbol. Use the multitude of links that are included in each company record and along the left side of the screen to quickly move to the information you need. Includes competitor information, SEC filings, business descriptions, merger news and more.

Morningstar Investment Research
(Limited to 2 simultaneous users)

- Analyst reports
- Bond Ratings
- Publicly-traded company profiles
- Financial ratios
- Fund reports
- Stock quotes including historical quotes

Finding Country Information

Interested in global business? Learn about other countries and their business climate at the following sites:

Background Notes http://www.state.gov/r/pa/ei/bgn/

CIA Factbook
https://www.cia.gov/library/publications/the-world-factbook/

"Doing Business In" guides at Export.gov
http://export.gov/about/eg_main_016806.asp

Lakeland Library
A collection of links to global business and currency exchange websites maintained by Lakeland librarians can be retrieved at
https://delicious.com/#lakelandlibrary/globalbusiness

Websites of Interest

The RUSA BRASS Education Committee of the American Library Association compiles a great collection of recommended websites for all areas of business. This can be found at http://brass.libguides.com/

Need business news? Try:

Associated Press Business News:
http://hosted.ap.org/dynamic/fronts/BUSINESS?SITE=AP&SECTION=HOME

Bloomberg Business Week
http://www.businessweek.com/

Financial Times http://www.ft.com/global-economy

Reuters Business News http://www.reuters.com/finance

Citing

Be sure to cite your sources properly. Need help? Try these websites for examples:

APA Style http://www.apastyle.org/

OWL (Purdue University's Online Writing Lab)
http://owl.english.purdue.edu/

VANGUARD University Psychology Dept. APA Style Guide
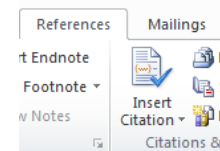http://psychology.vanguard.edu/faculty/douglas-degelman/apa-style/

Many library databases will provide a citation for you. Check them over carefully for accuracy. To access, click on the title of the article to open the record. Look for an icon similar to this
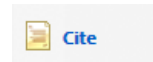
Using Microsoft Word 2007 or 2010 to type your paper?

Click on **References** and select **Insert Citation**.

Consider storing your research materials in ***Zotero***, a free online bibliographic management tool. A free download is available at ***zotero.org***. The Zotero site contains a video tutorial to get you started.

Need Help?

Lakeland librarians are available at 920.565.1238. The distance education librarian, Teresa Grimm, can be reached at 920.565.1039 or by email, grimmtm@lakeland.edu.

Many research guides for business students can be found in the **Library Resources** section of Blackboard. Open one of your classes. To access, click on **Library Resources** on the left side of the screen. To view all materials, select **Business Students**.