

Keeping Current: News and Best Practice

February 11th and 12th, 2009

Article Databases

Scholarly journals will inform you of the latest research and theories. Trade and industry publications will keep you in touch with what's happening in an industry. Newspapers and magazines will keep you current with hot topics and the niches that only something like the *China Automotive News* might cover.

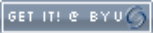
- **ABI/Inform and Research Library (ProQuest):** A premier database for articles from scholarly, trade, industry, and news publications. A friendly and robust search engine.
 - **ProQuest Entrepreneurship:** A database with practical content on entrepreneurship.
- **Business Source Premier (EBSCO):** A premier database for scholarly articles, with fewer trade and journalistic sources than ProQuest. There's overlap between the two, but each has mostly unique material. The EBSCO search engine can be used to search across multiple EBSCO databases, including:
 - **Academic Search Premier**, a multidisciplinary database like ProQuest's Research Library
 - **EconLit**, a great source for economics
 - **PsychInfo** for psychology, including consumer and organizational behavior
- **Business and Industry:** Over 900 trade and industry journals.
- **LexisNexis:** Hundreds of general interest Newspapers.
- **Factiva (Dow Jones):** Best source for local and international business newspapers and magazines. Use the drill-down filters (plus-signs) to narrow your search to specific industries or companies, etc. Want to browse through the *Wall Street Journal* or *Business Week*? Go to the News Pages tab and you can bring up today's paper, or one from last week, and flip through it by section. You can find a video tutorial here: <http://screencast.com/t/7kb1fyfdj>

Keeping Current

But going to a database and searching through things isn't convenient. I want to be spoonfed.

- **Alerts:** Many databases will let you set an alert so that you'll be emailed when new content that fits your preset search becomes available.
- **RSS Feeds:** The most convenient way to keep current is by setting up feeds using a tool like Bloglines (<http://www.bloglines.com/>) or Google Reader (<http://www.google.com/reader>).
 - Subscribe to Seth Godin's blog or Marketing Sherpa for marketing insights.
 - Subscribe to the American Marketing Association's blog.
 - Subscribe to ESPN.com, or your cousin's blog, or practically anything else.
 - Go into Business Source Premier and search Publications for *Harvard Business Review*. You can set up an RSS feed that will send you the next issue when it's published.
 - Go into ProQuest and create a search on ["candy bars" and (market* or displays)]. You can set up an RSS feed that will funnel new content that fits that search.

Tips and Strategies

- Never limit a search to full-text only. If the database you're using doesn't have the full-text, the  button will help you find it, or you can order it through Interlibrary Loan. The point is to discover, and then obtain.
- Limit your search by date.
- Limit your search to peer-reviewed (aka scholarly or refereed) content when appropriate.
- Use controlled vocabulary to find articles the database has categorized under a specific topic. In


ProQuest this is in the Topics tab. In Business Source Premier it's the Thesaurus.

- Operators vary by database. Be sure to look at the Help or Search Examples to see what operators a database uses. Common operators include:

Operator	Use	Example
and	Search results must include both concepts	computers and outsourcing
or	Search results can include either concept	outsourcing or offshoring
not	Search results will not include the concept	not Microsoft
*	Truncation—returns any word with that beginning	econom* (returns economy, econometrics, etc.)
?	Wildcard	wom?n (returns women or woman)
" "	Phrasing—words must be in the order indicated	"corporate social responsibility"
()	Nesting—as in mathematical order of operations, nesting isolates operators	(outsourc* or offshor*) and computer
w/#	Proximity—the second word must be located within X number of words of the first	Gore w/5 "global warming"

Journals

You may want to read the *New York Times* or the *Deseret News*. Or maybe you need to keep tabs on the grocery industry, so you should read *The Grocer* and *The Progressive Grocer*. Where do you find them?

- Find a Journal:** This tool on the Business Library site searches the library's print collections and all our databases to determine where we have the full-text of a journal available. If we lack a journal you can request articles through Interlibrary Loan. The  button appears in databases when they only provide the citation and abstract of an article and not the full text. Like "Find a Journal," it similarly searches all our resources to help you locate the full text.

Books

Books can be a good source for trends and best practice in a field of management. Interested in Six Sigma? There are dozens of guidebooks and manuals. Curious to see how marketers are addressing the increasing U.S. Hispanic population? There are books on that too.

- Find a Book:** This tool on the Business Library site searches the library's catalog of books. Note that operators for the catalog are unusual. \$ replaces *, and ' replaces ". If there's a book you need that we don't have you can probably get it through the link to Interlibrary Loan on the Business Library site.

Reference

Need an introduction or an overview on a topic? Start with a specialized dictionary or encyclopedia.

- The New Palgrave Dictionary of Economics:** The place to go for an introduction to any topic in economics. Includes biographies and bibliographies.
- Gale Virtual Reference Library:** A searchable collection with dozens of titles like:
 - Handbook of Human Resource Management Practice*
 - Encyclopedia of Major Marketing Campaigns*
 - Encyclopedia of Business Ethics and Society*
 - E-Business Process Management: Technologies and Solutions.*
- Blackwell Reference Online:** Another searchable collection with similar materials.

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