

# Goizueta Business Library

*Creating Bridges to Knowledge*

## After you Graduate: Business Library Resources for GBS Alumni

### Alumni Licensed Business Databases

Goizueta graduates have free remote access to an outstanding suite of research databases

<http://business.library.emory.edu/alumni/databases/index.html>

#### Articles/News

- **Business Chronicles and Books of Lists** (e.g. Atlanta Business Chronicle) provide digital PDF of each city's weekly business chronicle and book of lists including company rankings.
- **Business Source Alumni** includes over 1,500 business magazines and academic journals, covering marketing, management, accounting, and finance.

#### Business Books

- **Business Book Summaries** feature substantive (4500 word) PDF and Mp3 reviews of the best business books, including classics and new releases.

#### Companies-Lists

- **AtoZ Databases: Target Company Lists** offer customizable target lists built from 30M US business profiles. Limit your list by geography, industry, employee size and more; then download your list to Excel.
- **Hoovers** features company profiles and the ability to create target company lists from over 80 million public and private firms worldwide.

#### Economics-Data

- **EIU** provides global business ViewsWire and Industry Briefings covering six key industries, historical and forecasted data, and select Economist.com content.

#### Finance

- **Value Line** includes rankings, commentary and forecasts for over 1,700 stocks in 98 industries, as well as economic and stock market forecasts.
- **Wall Street Oasis** includes access to their Company Database, Video Library, and Private Equity Prep Package covers over 5000 firms with interview insights and compensation data.

#### Industries

- **First Research** provides industry backgrounders covering over 200 industries.

#### Industries – Market Research

- **Marketline (Datamonitor)** profiles companies, industries and countries; Company profiles include SWOT analysis for the top 1000 companies, and industry profiles include a five forces analysis.
- **Richard K. Miller Market Research Handbooks** are an excellent starting point for consumer markets; they include market forecasts, sector trends, and statistics.

### Proper Use of GBL Alumni Licensed Databases

- **It is illegal to use Emory library databases for your company.**  
[business.library.emory.edu/alumni/access/proper-use.htm](http://business.library.emory.edu/alumni/access/proper-use.htm)
- Emory database licensing agreements allow alumni usage for personal enrichment and career research.

### Use Yammer for Database Passwords, Research Tips, and More

- Passwords for alumni databases are available in GBS Library Resources on Yammer.
- We also post research tips and resource recommendations.  
[business.library.emory.edu/alumni/access/yammer.html](http://business.library.emory.edu/alumni/access/yammer.html)

## You CAN Use Library Databases for Your Personal Enrichment!

- Keep up with the best business ideas and thinking: **Business Book Summaries** contain audio and PDF book summaries.
- Stay current on your local business news: Read your local city's **Business Chronicle**; download the app [www.bizjournals.com/atlanta/apps/](http://www.bizjournals.com/atlanta/apps/)

## Career Consultations

In partnership with the Alumni Career Services, the Business Library offers customized research assistance to alumni who are job hunting or changing careers.

- Personal consultations with a Business Librarian are available by appointment – request yours at [business.library.emory.edu/alumni/ask-alumni-librarian.php](http://business.library.emory.edu/alumni/ask-alumni-librarian.php)

Includes on-campus access to additional databases specific to your job search

## Ask Your Alumni Business Librarian for Help

- Your Business Librarians are here for you! Email us at [gbsaskalumnialibrarian@emory.edu](mailto:gbsaskalumnialibrarian@emory.edu)
- We can recommend resources (e.g. trade or government organizations; advanced Google searches)
- If your company has their own subscription to a research database (this is quite common), we are happy to recommend search strategies and tips for using it.

## Leverage your MP Business Intelligence Skills

- Use advanced Google search strategies and think about where information lives. [business.library.emory.edu/documents/research-learning/advanced-google-fall.pdf](http://business.library.emory.edu/documents/research-learning/advanced-google-fall.pdf)

## Always Cite Your Sources

- Comply with your company's licensing terms for subscription databases
- Don't plagiarize! Remember your ethical and legal copyright obligations; cite all sources you use in your presentations and reports: [business.library.emory.edu/documents/faq-handouts/chicago-citation-guide.pdf](http://business.library.emory.edu/documents/faq-handouts/chicago-citation-guide.pdf)

## Come Visit Us: Emory Library Alumni Privileges

- Alumni are welcome to visit the library and check out books: [web.library.emory.edu/using-the-library/borrow/woodruff/privileges.html](http://web.library.emory.edu/using-the-library/borrow/woodruff/privileges.html)
- Alumni may also make an appointment to check out a laptop for use within the business library to access databases licensed for alumni use on-campus.

## Visit your local public library & access eBooks

- Many public libraries subscribe to Overdrive and other eBook platforms. All you need is your free library card.
- Does your local library subscribe to Overdrive eBooks? Just Google [your county name public library overdrive] to find out. Availability at nearby local libraries include:  
DeKalb County Public Library Overdrive eBooks and AudioBooks [dekalb.lib.overdrive.com/](http://dekalb.lib.overdrive.com/)  
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