

# Goizueta Business Library

*Creating Bridges to Knowledge*

## BBA Orientation – Fall 2008

### Answers to Card Game

#### Public Relations Internships in Chicago

- Databases> Hoover's Online
- Click Build a List in right panel
- Expand Company> Under US Metropolitan Area>Select Chicago
- Expand Industry, scroll to Business Services>Select Public Relations
- Click retrieve results

#### Read today's Wall St. Journal/Money & Investing section

- Databases> Factiva
- Click on News Pages tab on top of page
- Wall St. Journal is first newspaper in list
- Use the drop down menus to select date and section of the paper

#### Guides>Company Information – The Basics, find a SWOT analysis

- The Company Overview section indicates that SWOT analyses are found in Marketline
- Go to Databases>M>Marketline
- In the search bar, type Home Depot
- In the left menu bar of the company report, click on SWOT analysis

#### Mintel database – find report on Hispanics' spending

- Databases>M>Mintel
- First time users need to register to get full access to reports
- In upper right search bar, type Hispanic Spending
- First report in retrieved results – "Hispanic Shopping and Spending Patterns – US – February 2008" contains key findings and insights on Hispanic spending patterns

#### Standard & Poor's NetAdvantage – Industry Survey

- Databases>S>Standard & Poor's
- Right Panel>Quick Links>Industry Surveys
- Use the drop-down box and select the survey of your choice

<http://business.library.emory.edu>

## Retrieve article in MIT Sloan Management Review, Summer 2008

- Business Library web page>right panel under Quick Links>eJournals
- Type Sloan Management Review in search box
- Click on MIT Sloan Management Review
- Select Proquest ABI Inform Complete from 1988
- Click on Summer 2008 to retrieve all articles in this issue

## Register for a Business Research Essentials Class

- Sharpen your business research skills – set yourself apart from the pack!
- Class descriptions and registration details on **B-Research Certificate** conference
- **Register one week in advance – first class is September 16**
- **Four classes** earn you Business Research Certification

## Ask a Librarian

- Send your question in FirstClass to Ask A Librarian – a closed conference, only the business librarians see your question
- Drop by the **BBA Program Office Tuesdays, 3:30-5:00** and ask your question
- Come by the business library – business librarians are available until 8 p.m. Monday-Thursday and on week-ends, 1:00-5:00



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