






<http://www.bus.umich.edu/KresgeLibrary/>

Library Assistance & News

- E-mail: kresge_library@umich.edu
- In person: Reference Desk (2nd floor)
 - ✓ Monday-Thursday 11:00am-7:00pm
 - ✓ Friday 11:00am-5:00pm
- Phone: 734.764.9464
- IM:
 -  MSN Messenger: kresge_library@hotmail.com
 -  Yahoo!: kresge_library
 -  AIM: kresgelibraryIM
 -  MS Office Communicator: kresge_library@umich.edu
 -  Google Talk: kresgelibraryIM@gmail.com
- Web site:
 - ✓ NEED HELP? Section
 - ✓ News: <http://mblog.lib.umich.edu/kresgenews/> (Set up an RSS feed)
 - ✓ Kresge Podcasts: <http://www.bus.umich.edu/Kresgelibrary/help/podcast.htm>
 - ✓ Instruction Session Handouts:
<http://www.bus.umich.edu/Kresgelibrary/AboutKresge/Hours&Events/instruction.htm>
 - ✓ Find it Fast- frequently asked research questions
http://finditfast.bus.umich.edu/recordList?library=umich_business&institution=Umich
 - ✓ Kresge Library Wiki
<http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/>

Four Types of Article Searches Covered in This Session

- When you know exactly what you are looking for (you have a full or partial citation)
- When you are looking for articles in a particular journal or newspaper
- When you are looking for some information on a topic or an event
- When you are looking for other articles written by a particular author

1. When you know exactly what you are looking for (you have a full or partial citation)

- You find a citation in an article or report and need to find the full text
 - Using *Corporate Social Responsibility to Win the War for Talent*, CB Bhattacharya, Sankar Sen, Daniel Korschun. MIT Sloan Management Review. Cambridge: Winter 2008. Vol. 49, Iss. 2; p. 37
- The database that you are using, including ProQuest, EBSCO, LexisNexis, Google, etc. cannot find the full text

Tools to use (Follow links from the Kresge Home Page)

- SFX Citation Linker
<http://mgetit.lib.umich.edu/kresge3/cgi/core/citation-linker.cgi>
- Journal Locator
<http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?93>
- SearchTools (from University Library)
<http://searchtools.lib.umich.edu/>

Using SFX Citation Linker

- Follow the link from the Kresge home page
- Enter as much of the information as you can
- For Quarterly publications (scholarly journals with dates such as Fall 2007, Spring 2008, etc.), just use the year

Using Kresge's Journal Locator

- Follow the link from the Kresge home page
- You can search by the title of the magazine, newspaper, journal, etc.
- Brings you full text options available at Kresge Library
- Please note that additional titles might be available through University Library's SearchTools (especially for topics that are not directly business related)

Search for e-journals by title or ISSN:

Title begins with Search Clear Search

Browse e-journals by title:
[0-9](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#)

Browse e-journals by subject:
 - Please select a subject category - Search

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Title contains all words Search Clear Search

- Please select a subject category - Search

15 records retrieved for the search: Title contains all words "sustainable"

American-Eurasian Journal of Sustainable Agriculture (1995-0748)
 from 2007 to present in [Directory of Open Access Journals](#)

Green Technologies for a More Sustainable Agriculture
 in [LexisNexis Academic](#)

International journal of sustainable development and world ecology (1350-4509)
 from 03/01/2003 to present in [ProQuest Research Library](#)

International journal of technology management & sustainable development (1474-2748)
 from 01/01/2002 to present in [Business Source Complete](#)

Journal of Education for Sustainable Development (0973-4080)
 from 03/01/2007 to 03/31/2008 in [SAGE Premier 2007](#)

Journal of sustainable product design (1367-6679)
 from 03/01/2001 to 01/12/2004 in [Springer Online Journals Complete](#)

Journal of sustainable tourism (0966-9582)
 from 05/01/2003 to present in [Business Source Complete](#)

Publication: International Journal of Sustainable Development and World Ecology, London [Set Up Alert](#) [Create Publication Information](#)

Full text coverage: Mar 2003 (Volume 10, Issue 1) - current

Search for articles within this publication:
 Search Clear

Date range: All dates

Look for terms in: Citation and document text [About](#)

Limit results to: Full text documents only

Browse specific issues:
 View issues from: Any month To: Any month [Browse Issues](#) [Clear](#)

1-28 of 28

[Aug 2008, Vol.15, Iss.4](#) [Dec 2006, Vol.13, Iss.6](#) [Mar 2005, Vol.12, Iss.1](#)
[Jun 2008, Vol.15, Iss.3](#) [Oct 2006, Vol.13, Iss.5](#) [Dec 2004, Vol.11, Iss.4](#)

Previous Record | Next Record [Search within this publication](#) | [Journal Alert](#)

Publication Details For "International Journal of Technology Management & Sustainable Development"

Title: International Journal of Technology Management & Sustainable Development

ISSN: 1474-2748

Publisher Information: Intellect Ltd.
 P.O. Box 862
 Bristol BS39 1DE
 United Kingdom

Bibliographic Records: 01/01/2002 to present

Full Text: [01/01/2002 to present](#)

Link to this Publication: <http://0-www.bus.umich.edu/lib.bus.umich.edu/80/KresgePublic/Mentor/Login.asp?http://0-search.ebscohost.com/lib.bus.umich.edu/login.aspx?direct=true&db=bth&id=L2K&site=bsi-live>

All Issues
[+2008](#)
[+2007](#)
[+2006](#)
[+2005](#)
[+2004](#)
[+2003](#)
[+2002](#)

When you are looking for articles in a particular journal or newspaper

- You want to find articles from leading journals (McKinsey Quarterly or Harvard Business Review) or newspapers (New York Times or Wall Street Journal) on a particular topic or by a particular author

Tools to use (Follow links from the Kresge Home Page)

- Journal Locator
<http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?93>
- Kresge Library Catalog
<http://lib.bus.umich.edu/search.html> or
<http://lib.bus.umich.edu/search/f>
- Use Journal Locator or Kresge Library Catalog to find full text sources
- Entries may have redundant entries because of different coverage for a title. JSTOR (for example) only is for older issues of leading scholarly journals.
- Almost all databases allow you to search within a title.

Harvard business manager
from 10/01/2001 to present in nexis.com

Harvard business review (0017-8012)
from v.1 (1922/1923) to present in [Kresge Library Print Holdings](#)
from 10/01/1922 to present in [Business Source Complete](#)
from 01/01/1976 to present in nexis.com
from 01/01/1997 to 05/31/2000 in [Biography Resource Center](#) and [Business & Company Resource Center](#)

Harvard business review catalog
from 1988 to 1989.1991/1992 in Kresge Library

Previous Record | Next Record [Search within this publication](#) [Journal Alert](#)

Publication Details For "Harvard Business Review"

Title:	Harvard Business Review	All Issues
ISSN:	0017-8012	+ 2008
		+ 2007
		+ 2006
		+ 2005
		+ 2004
		+ 2003

Publisher Information: Harvard Business School Publication Corp.
60 Harvard Way
Boston Massachusetts 02163
United States of America

Basic Search | **Advanced Search** | Visual Search

Find: [Search Tips](#)

Keyword
 Industry
 Publication
 Company
 Author
 Subject



[Refine Search](#) [Add search to folder](#) [Display link to search](#) [Create alert for this search](#)

Results for: *JN "Harvard Business Review" AND consumer and...*

Filter results by

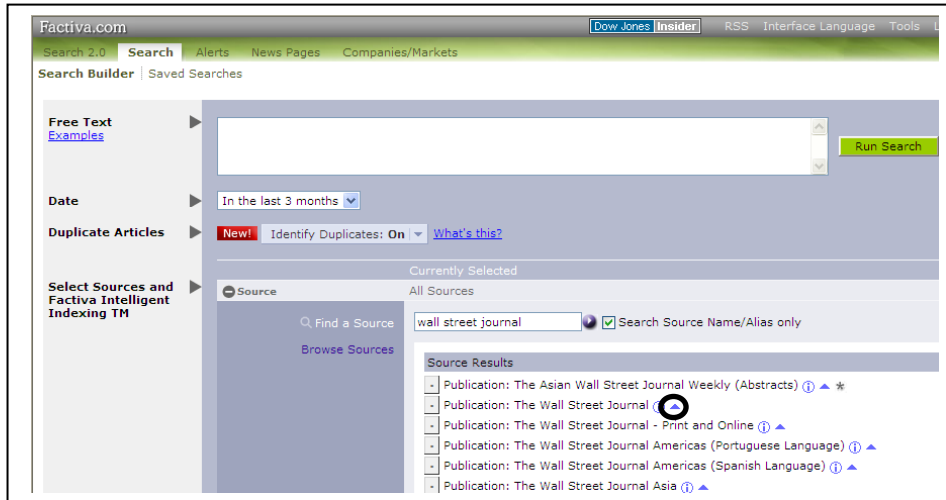
All Results Magazines

All Results: 1-10 of 1398 Page: 1 2 3 4 5 Next Sort by: Date [Add \(1-10\)](#)

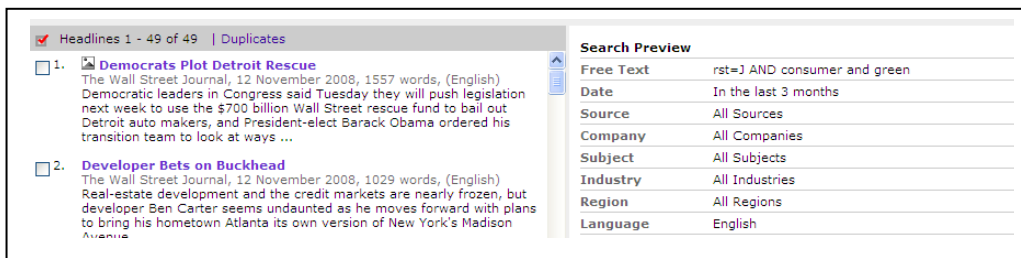
<p>Narrow Results by</p> <p>▼ Subject</p> <p>TRENDS</p> <p>UNITED States</p> <p>HARVARD Business Review (Periodical)</p> <p>SURVEYS</p> <p>BOOKS--Reviews</p> <p>ECONOMIC aspects</p> <p>More »</p> <p>▶ Subject: Thesaurus Term</p> <p>▶ Company</p> <p>▶ Publication Type</p>	<p>1. Can Knockoffs Knock Out Your Business? By: Nunes, Paul F.; Mulani, Narendra P.; Brandazza, Giorgio; Taggart, J. Merrick "Rick"; Cummings, Candace S. <i>Harvard Business Review</i>, Oct2008, Vol. 86 Issue 10, p41-50, 8p, 2 illustrations; (AN 34401730)</p> <p>HTML Full Text PDF Full Text (2.71MB)</p> 	<p>Add</p>
<p>2. SHAPING STRATEGY in a World of Constant Disruption. By: Hagel III, John, Brown, John Seely, Davison, Lang. <i>Harvard Business Review</i>, Oct2008, Vol. 86 Issue 10, p80-89, 10p, 2 diagrams, 2 illustrations, 1 color; (AN 34402640)</p> <p>HTML Full Text PDF Full Text (2.51MB)</p> <p>Show all 5 images</p> 	<p>Add</p>	

Looking for articles in Factiva

- Be sure to add “AND” between search values
- Add journal/newspaper/magazine title to the search
- Consider changing the date searched – default is 3 months
- When searching for titles, companies, industries, etc., the triangle will add it to the search string



A successful search for green and consumer and Wall Street Journal
“rst=J and consumer and green” – 49 results



An unsuccessful search for green and consumer and Wall Street Journal
“rst=J and green consumer” – 0 results
HINT: Click on the search string to modify it and try again



When you are looking for some information on a topic or an event

- You are starting out your research in an area and need to learn more about a person or an event
- These databases are excellent resources because of the availability of full text articles
- Be sure to use multiple databases, because many contain unique content.
- Start with basic keyword searches in ProQuest and EBSCO and then use their subject terms to refine the search.

Tools to use (Follow links from the Kresge Home Page OR A to Z Database Listing)

- ABI/Inform Global (ProQuest)
<http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?18>
- Business Source Complete (EBSCO)
<http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?47>
- Factiva
<http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?61>
- NOTE: There are many others – these are the biggest three resources we offer

Search in Yahoo for “Microsoft and Yahoo Merger” – Yields 18 hits
Follow link for Microsoft Corp (company/org) AND Yahoo (company/org)

Results powered by ProQuest® Smart Search

Suggested Topics [About](#)

Microsoft Corp (company/org) AND Yahoo (company/org)	Microsoft Corp (company/org) AND Instant messaging
Microsoft Corp (company/org) AND Google Inc (company/org)	Microsoft Corp (company/org) AND Internet
Microsoft Corp (company/org) AND Search engines	Microsoft Corp (company/org) AND Stock prices
	Acquisitions & mergers AND Yahoo (company/org)

< Previous | Next >

18 documents found for: *microsoft and yahoo merger* [Refine Search](#) | [Set Up Alert](#) | [Create RSS Feed](#)

All sources [Magazines](#) [Trade Publications](#) [Newspapers](#)

Mark all 0 marked items: Email / Cite / Export [Show only full text](#) Sort res

1. [Ballmer: Yahoo Merger is Dead, Dead, Dead](#)
Chloe Albanesius. **ExtremeTech.com**. New York: Jul 24, 2008.
[Abstract](#) | [Full text](#)

2. [Ballmer: Yahoo Merger is Dead, Dead, Dead](#)
Chloe Albanesius. **ExtremeTech.com**. New York: Jul 24, 2008.
[Abstract](#) | [Full text](#)

- Not all suggested topics links will yield more hits
- Some may result in smaller, but more refined searches
- Do not limit to full-text as that will remove resources available in other databases
- Use tabs to limit to different types of articles

Results – powered by ProQuest® Smart Search

Narrow your results by: [Topic](#) | [Date](#) | [Publication](#) [About](#) >> [View all suggestions in Topic Guide](#)

America Online Inc (company/org)	Acquisitions & mergers
Google Inc (company/org)	Software industry
Internet	United States--US (location)
Search engines	Online advertising

1-8 of 56 (sorted by number of documents) < Previous | Next >

1830 documents found for: *Microsoft Corp (company/org) AND Yahoo (company/org)* [Refine Search](#) | [Set Up Alert](#) | [Create RSS Feed](#)

All sources [Scholarly Journals](#) [Magazines](#) [Trade Publications](#) [Newspapers](#) [Reference/Reports](#)

Mark all 0 marked items: Email / Cite / Export [Show only full text](#) Sort results by: [Mo](#)

1. [Microsoft will return](#)
Anonymous. **Financial Times**. London (UK): Nov 10, 2008. p. 14
[Abstract](#) | [Full text](#)

2. [Microsoft will return](#)
Anonymous. **FT.com**. London: Nov 9, 2008.
[Citation](#) | [Full text](#)

3. [Microsoft rules out Yahoo takeover](#)
Richard Waters. **Financial Times**. London (UK): Nov 8, 2008. p. 11
[Abstract](#) | [Full text](#)

When you are looking for other articles written by a particular author

- This might be if you are searching for articles written by someone (as opposed about someone).
- This is particularly important for politicians and CEOs who might have authored OP-ED pieces.

Tools to use (Follow links from the Kresge Home Page OR A to Z Database Listing)

- ABI/Inform Global (ProQuest)
<http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?18>
- Business Source Complete (EBSCO)
<http://www.bus.umich.edu/KresgeLibrary/GotoResource.asp?47>

Business Source Complete powered by EBSCOhost

New Search | Database Help

Basic Search | Advanced Search | Visual Search

Find: Search Clear

Keyword
 Industry
 Publication
 Company
 Author
 Subject

Basic Search | Advanced Search | Visual Search Search Other

Find: Search Clear Search Tips

Author(s)

Browse for: Browse

Page: Previous | Next < A B C D E F G H I J K L M N O P Q R S T U V W X Y Z >

Select one or more terms and add to search using: Add

Term	Records Count
<input checked="" type="checkbox"/> gore, al	44
<input type="checkbox"/> gore, albert	3

Basic Search | Advanced Search | Visual Search Search Other

Find: Search Clear Search Tips

Refine Search Add search to folder Display link to search Create alert for this search

Results for: (ZA "gore, al") and Automatically "And" search...

Filter results by

All Results
 Academic Journals
 Trade Publications
 Magazines
 Newspapers

All Results: 1-10 of 44 Page: 1 2 3 4 5 Next Sort by: Date

Narrow Results by

Subject

1. [A Call to Action](#). By: Gore, Al. Vital Speeches of the Day, Feb2008, Vol. 74 Issue 2, p54-55, 2p; (AV 31239141) [HTML Full Text](#) [PDF Full Text](#) (57KB)
2. [An Inconvenient Truth](#). By: Gore, Al. Vital Speeches of the Day, Feb2008, Vol. 74 Issue 2, p55-58, 4p; (AV 31239142) [HTML Full Text](#) [PDF Full Text](#) (81KB)
3. [The Spigot of Global Growth - Winter 2007](#). By: STIGLITZ, JOSEPH; BREMMER, IAN; ZHANG, WEI-WEI; DAM, KENNETH; HATAKEYAMA, NOBURO; JUNG, KIM DAE; WATANABE, TSUNEO; BLIX, HANS.

This is the search for articles written by Al Gore with Business Source Complete (EBSCO)

- This is the search for articles written by Barack Obama with ABI/INFORM (ProQuest)
- As of November 12, there are 27 articles written by Barack Obama, but over 10,000 articles written ABOUT him.

ProQuest

Basic | Advanced | Topics | Publications | My Research 0 marked items

Databases selected: Multiple databases...

Results - powered by ProQuest® Smart Search

Suggested Topics About

[Obama, Barack \(person\)](#)
[Obama, Barack \(person\) AND Candidates](#)
[Obama, Barack \(person\) AND Presidential elections](#)
[Obama, Barack \(person\) AND Democratic Party \(company/org\)](#)
[Obama, Barack \(person\) AND Clinton, Hillary \(person\)](#)
[Obama, Barack \(person\) AND McCain, John \(person\)](#)
[Obama, Barack \(person\) AND Political campaigns](#)
[Obama, Barack \(person\) AND Politics](#)

27 documents found for: AU/(Barack Obama) » Refine Search | Set Up Alert | Create RSS Feed

All sources Scholarly Journals | Magazines | Trade Publications | Newspapers

Mark all
 0 marked items: Email / Cite / Export
 Show only full text

1. [Decision 2008: The Change We Need](#). Barack Obama. Wall Street Journal (Eastern edition), New York, N.Y.: Nov 3, 2008. p. A. 19 [Abstract](#) | [Full text](#)
2. [Affordable Health Care for All Americans: The Obama-Biden Plan](#). Barack Obama. JAMA, Chicago: Oct 22-Oct 29, 2008. Vol. 300, Iss. 16, p. 1927 [Abstract](#) [Get It](#)
3. [Modern Health Care for All Americans](#). Barack Obama. The New England Journal of Medicine, Boston: Oct 9, 2008. Vol. 359, Iss. 15, p. 1537 [Abstract](#) [Get It](#)

Database Overviews

Why Use Factiva?

- This database offers company and industry financial data and news stories, as well as full text articles in 6,000 trade publications, newspapers, newswires and magazines.
- Browse same-day news of the Wall Street Journal, New York Times, Chicago Tribune and more by clicking on the News Pages
- Find news from all over the world with Factiva's large collection of global newspapers
- Research company press releases and search journal articles in every industry
- Create charts of stocks, funds, indices, and currencies

Why Use Business Source Complete?

- This database contains the largest collection of active, peer-reviewed, business related journals available covering topics such as management, economics, finance, accounting and international business. Full text is available for management journals including Harvard Business Review, Academy of Management Journal, and the Journal of Marketing. Searchable cited references are provided for more than 1,200 journals as well as indexing and abstracts for the most important business journals dating back to 1886.

Why Use ABI/INFORM (ProQuest)?

- This database includes a wide variety of academic and industry-oriented business periodical literature, as well as full-text access to selected newspapers.
- It is a great place to start your research on a topic, event, company or industry
- It has full text resources from over 2000 titles on countless subjects
- It includes information on local markets from publications like Crain's Chicago & Detroit Business
- It includes peer reviewed articles from publications like the MIT Sloan Management Review, Academy of Management Journal, & Journal of Marketing??
- It includes trade publications such as WWD
- It includes major newspapers such as the Wall Street Journal and New York Times

Why Use the Journal Locator?

- Locate over 8000+ unique journal titles in article databases from both the Kresge and University libraries, such as ABI-Inform/ProQuest, Business Source Complete, Kluwer, Blackwell, Emerald, Springer and Elsevier-Science Direct. Search by journal name or browse titles, either alphabetically or by subject. Links to the Kresge Library print holdings are included.