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
- 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](http://mgetit.lib.umich.edu/kresge3/cgi/core/citation-linker.cgi)
- Journal Locator
- SearchTools (from University Library)
  [http://searchtools.lib.umich.edu/](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)
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
  

- 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.
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 they 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)
- Business Source Complete (EBSCO)
- Factiva
- 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)

- 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
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)
- Business Source Complete (EBSCO)

- 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.
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.