Business information that you can't get for free on Google

Tana Elias, Web Resources Librarian Easter DiGangi, Library Intern

Databases & Access

- EBSCOhost/Business Source Premier (Badgerlink)
- Reference USA (Subscribing libraries in South Central Library System)
- Demographics Now (Madison Public Library, possibly Fitchburg)
- Morningstar (Madison Public Library, possibly Fitchburg)
- Valueline (Madison Public Library, possibly Fitchburg)

EBSCOhost/Business Source Premier

Features

- Over 2,300 full text journals back to 1886
- Business disciplines: Marketing, management, MIS, POM, accounting, finance and economics
- Non-journal content: market research reports, industry reports, country reports, company profiles and SWOT analyses
- Updated daily

Useful for

- Keeping abreast of new developments & trends
- Research for a variety of business decisions (i.e. continuing education program, employee compensation program, creating an online store)



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Nant to learn how BadgerLink can help you?		BadgerLink FAQ
The BadgerLunch webinar series explores BadgerLink's rich collection of inform	nation tools	Registered ISPs
Thursdays at noon. For more information, please review the official BadgerLui	nch Webinar	How to Use BadgerLink
Series Announcement.		Promote BadgerLink
		Emall List
Search Databases: Search		
A	Ivanced Search	Badger Link Tool Kit
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Access NewspaperARCHIVE	[mole mo]	 Educators & Librarian
EBSCO Service List Database List Mobile	[more first)]	Auto Augus
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Auto Repair Reference Center Business Source Premier		Dept. of Public Instruction
Consumer Health Complete EBSCOhost Español		07.04.524.140.2011.10-91660.154A
Kids Search Literary Reference Center		Wisconsin.gov
Novelist Novelist K-8 Searchasaurus Student Research Center		Andrew No. 1844
ECB VideoLink	[more lato]	
Browse by Title Browse by Subject		
Sound zabound		
Encyclopædia Britannica	[more lato]	
Elementary School Edition Enciclopedia Juvenil		
Enciclopedia Universal en Español High School Edition		
Learning Materials Learning Zone Middle School Edition		
made consultation		
Heritage Quest Online	[more luto]	
LitFINDER	[more lato]	
Teaching Books	[more finto]	
Resources by type: Business Health Literature Magazines Newspaper	s	
Resources for: Students Teachers & Librarians		

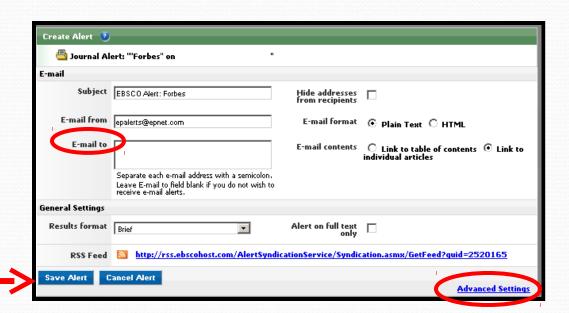
Business Source Premier

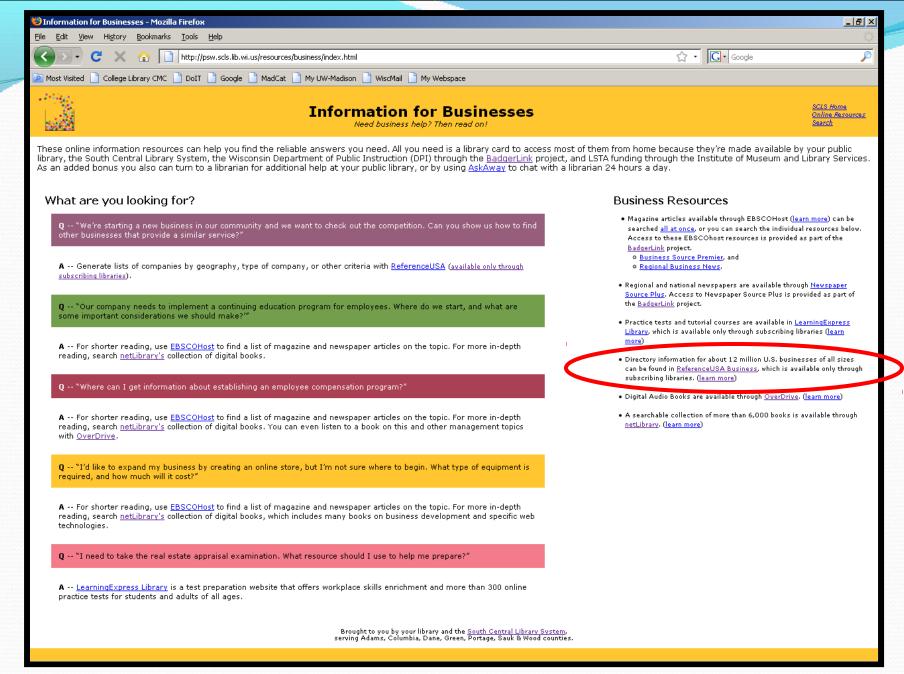
http://www.badgerlink.net/

EBSCOhost/Business Source Premier

Creating Journal alerts

- 1. Sign up for an account (Handout, steps 3-5)
- 2. Search & select desired journal/magazine (Handout, steps 6-9)
- 3. Create Alert (Handout, steps 9-10)





http://psw.scls.lib.wi.us/resources/business/index.html

Reference USA

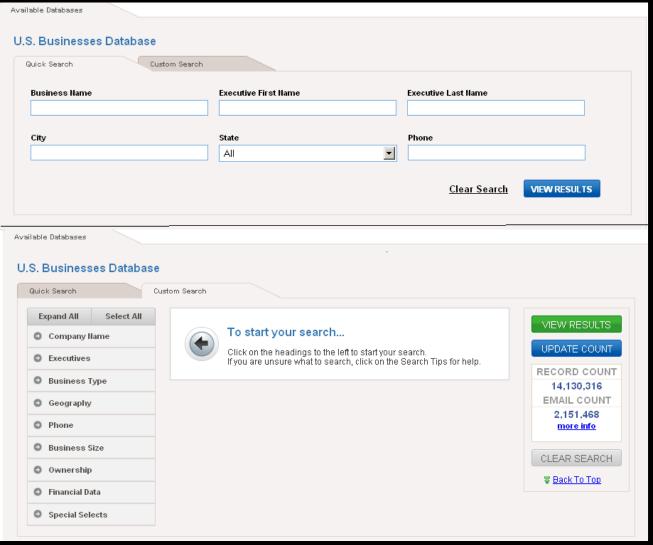
Features

- Information on <u>almost 14 million</u> U.S. businesses
- Information: corporate contacts, company name, divisions and subsidiaries, address, line of business, number of employees, annual sales, credit rating, Fortune 1000 ranking, stock quotes, and news articles

Useful for

 Company identification, direct marketing, telemarketing, market research, sales lead generation, sales planning, customer analysis and credit decisions

Business Search



Example Search: Adesys Consulting

