Outside the Box :
Opposing Viewpoints in Context

Being a successful researcher in business administration demands that you develop an information gathering skillset that empowers you to see the big picture. Evaluating market reports, SWOT analysis, or even gathering relevant financial data are all key components to this process. However, there are other sources that can be useful in gaining insights into not just *how* things are going in the business world, but *why* they are going that way as well. *Opposing Viewpoints* offers a platform to read up on hot button issues on a variety of topics. "Business and Economics" is the heading this site uses to categorize concepts or issues relevant to your studies. Browse for topics such as free trade, consumerism, monopolies, biofuels…the list goes on! You'll learn a bit about a topic, as well as access content such as statistics, news stories, journals, and editorials, framing your topic within a global context.

We're here for you…

Contact your librarian with questions or comments about your resources! To see a complete listing of Business databases, check out our LibGuide at:

http://libguides.uah.edu/databases/business.

Electronic Resources and Business Librarian

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FROST & SULLIVAN

Providing full text, comprehensive research reports and concise market insights on emerging high-technology, *Frost & Sullivan* is a robust and powerful tool for high level research. The broad scope of coverage provides industrial markets, drivers, restraints, forecasts and trends, and competitive analysis. Searchable by market, technology, region, or keywords, this database equips you with data to forecast and keep up with dynamic economic environments. Globalization is a term anyone acquainted with conducting large-scale market research needs to be familiar with, and the reports within *Frost & Sullivan* certainly go a long way to inform the researcher about worldwide trends, issues, and product potential. Let's say you're interested in the state of the fiber optics market. A simple search will get you going, but from there you can utilize the various filters and categories to refine the process. Sort by Industries such as Aerospace & Defense, Healthcare, Automotive, and several others to put your query in context. Just want to focus on the Latin American market? Go for it. Global? Even better! View press releases, technology or economic research, and "Mega Trends" to gain unique market insights. For Industry level searching, give *Frost & Sullivan* a try!

Quick Tip: It's helpful to familiarize yourself with the way certain agencies classify industries. NAICS and SIC codes give you an idea of how a business might be categorized. For example, "Coffee farming" and "Coffee roasting" have different codes, but may share an industry code you want to investigate as well. Visit sites like http://www.census.gov/eos/www/naics/ to play around with your search terms to see where a company or product might best fit!

Emerald Insight

When it comes to reading up on issues pertaining to management sciences, economics, or even leadership, the *Emerald Insight* platform offers dozens of full text journals and book series devoted to these fields. While you will certainly find publications in other areas of study, many of our *Emerald* titles focus their scope to the context of leadership and operating a business. Titles such as *Journal of Workplace Learning*, *Journal of Facilities Management*, and *Industrial and Commercial Training* illustrate that this collection is useful for those seeking to hone their skills as a leader in a business or industry.

LexisNexis Company Dossier

This database is useful when you need to gather a variety of information on public companies, ranging from analysis and basic information, news stories, company profiles, or even a list of competitors. Also, *LexisNexis* compiles information relating to legal issues, such as intellectual property information. This can grant you insight into public relations developments or possibly a company's future challenges or strengths. Creating reports is a user friendly experience within *Company Dossier*. To begin, simply search by company name or ticker symbol from the home page. Aside from just looking up a company to view its financial information, there are other options that allow you to view more contextual data. You can create a company list based on criteria like industry code, employee number, or geography. When comparing companies based in different countries, a currency converter is available when gauging revenue, for example. In addition to this company list feature, you can also just create list of up to five companies, regardless of criteria, to compare such data as income statements. While exploring *Company Dossier*, check out the **Executive** and **Industry** features as well!

Did you know…?

Digital effects studio *Industrial Light & Magic* is a branch of *Lucasfilm LTD*, which in turn is now a subsidiary of *Walt Disney Co*. Check out *ReferenceUSA* to see how George Lucas' other companies now fit under the *Disney* corporate umbrella.

EBSCO's Research Starters

RESEARCH STARTERS If you've been using our *OneSearch* Discovery tool on the library homepage over the past year, you may have noticed the new **Research Starter** entries popping up at the top of your results. These are meant to provide a good overview of the topic, or closely related topics, you searched for. They can help you decide on a direction to take your research going forward, better understand the key players or issues in a heated debate, or point you toward other resources to grant more foundational concepts. As an example, search for **fair trade** in *OneSearch*. The **Research Starter** gives a brief history of the economic model, some illustrations, key terminologies, organizations, and even recommends a few books and articles you can read to learn more. These can be good ways to kickstart a new research topic!

Alumni Access!

Being a member of the UAH family has many advantages. One of these is the wealth of information you have at your disposal. Salmon Library hosts valuable content, be it a book on a shelf or a database of market reports, scholarly journals, or primary source documents. As a bonus, alumni are granted perpetual, free access to our resources. This is only on campus, but it's certainly an asset to take advantage of! This is specially helpful when you want access to market, company, and industry data.

FAULKNER INFORMATION SERVICES *Faulkner's* dedicated analysts, researchers, technologists, and editors continually track the events and trends that are shaping and redefining the computer and communications marketplace. The reports within help the user understand the implications surrounding the frequent shifts and breakthroughs in the rapidly-converging world of computing, data networking, and telecommunications. If you want to conduct research on emerging and/or high-technologies, *Faulkner Information* could help! Topical searching in areas like streaming media, healthcare I.T., or wireless communication provide product profiles and marketplace reports. Furthermore, company profiles grant information on corporate history, strategies, SWOT analysis, forecasting data, and major products. Often activities such as mergers or acquisitions will be listed, as well as top competitors.

AVL Spotlight : Business Insights Essentials

Business Insights: Essentials (GALE) The Alabama Virtual Library provides the citizens of the state of Alabama access to an array of electronic resources. Take advantage of this with *Business Insights Essentials*! You get access to company and industry intelligence on thousands of global companies. Included are things such as periodical and news articles, press releases, investment reports, company histories and much more! You'll also find brand and product info. Searches can be done on company name or ticker symbol, industry code/description (SIC or NAICS), subjects within an article, geographic searching, or personal names. Of use is a "company comparison" feature, allowing you to chart out data you'd like to see juxtaposed with one another, such as revenue information. Report types include market shares, SWOT, and investments. A glossary is built-in to help with very narrow or niche terminologies.