



Commerce 1B03

Business Environment & Organization



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Business Librarian

Innis Library
KTH-108

Fall 2017



By the end of this session, you will be able to ...

- identify **different types of secondary sources** frequently used in business research
- how to **construct a search**
- find articles, reports & other secondary sources in **research databases**
- get more help

For COMM 1B03, you need ...

- to conduct **secondary research** ...
 - on your assigned company
 - Air Canada
 - or*
 - Canadian Tire Corporation
 - published in **2017**
 - that includes **at least 4** different secondary source types



Primary vs. Secondary Sources

PRIMARY

- Materials containing first-hand information
- Direct, personal observations
- Original materials that do not analyze or interpret other materials
- **Examples:** interviews, surveys, focus groups, observational research, etc.

SECONDARY

- Second-hand account, taken from someone or something else
- Usually describing, summarizing, analyzing, evaluating, derived from, or based on primary source materials
- **Examples:** articles, books, reports, videos, etc.

Secondary Sources often used in Business

PERIODICALS

- Articles
 - Popular Magazines
 - Trade Magazines
 - Newspapers
 - Scholarly Journals
- Company Reports
 - Annual Reports
 - Company Financials
 - Company Profiles
- Directories
- Industry Reports
- Market Research Reports
- Statistics
- Videos
- Web Sites
- ... and more

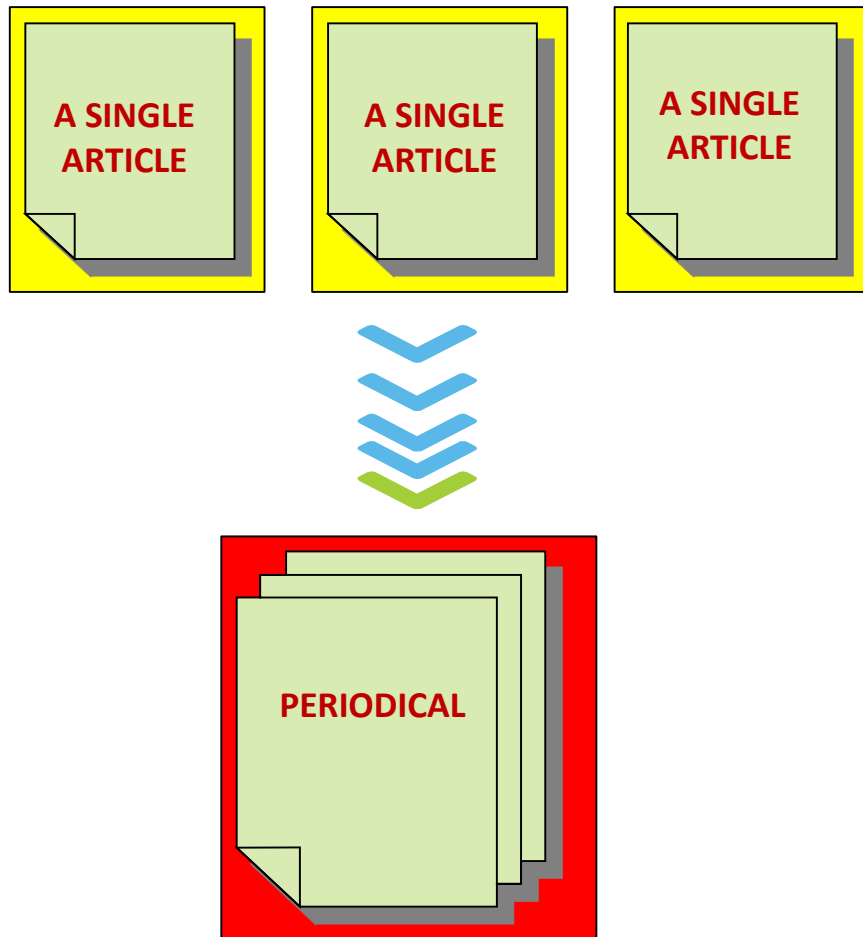
Periodicals

Newspapers, Magazines (Popular & Trade) and Journals



NOTE: An article from each of these periodical types can count as a different secondary source. Format of article (online or print) does not change the source type.

What makes a Periodical...periodical??



- published in **regular intervals** (usually daily, weekly, monthly or quarterly)
- produced on an **ongoing basis**
- comprised of **many articles**
- coverage may be on **one or many subjects**
- sometimes referred to as a **serial**

How do you tell the difference between periodical types?

- What type of content?
- Who is the intended audience?
- Who are the authors of the articles? Do they have credentials?
- Do the articles have references listed?
- Who is the publisher ?
- Are there advertisements?
- Are the articles “peer reviewed”?



PERIODICALS	NEWSPAPERS & POPULAR MAGAZINES	TRADE MAGAZINES	SCHOLARLY JOURNALS
Example Titles	<i>Globe & Mail, The Economist, Maclean's</i>	<i>CPA Magazine, Progressive Grocer, HR Magazine</i>	<i>Human Performance, Journal of Advertising, Journal of Business Ethics</i>
Content	<p>Current events, general interest.</p> <p>Topic coverage can be very broad.</p>	<p>Industry news & trends.</p> <p>Topics related to a specific trade or profession.</p>	<p>Original research, in-depth analysis. Topics are usually discipline or subject specific. Language can be very specialized and technical.</p>
Authors	Freelance writers, reporters or journalists.	Industry experts or practitioners.	Academics, researchers. Credentials & institutional affiliations noted.
Publisher	Commercial publishers	Industry associations or organizations	Academic presses, research institutes, universities

Continued ...

PERIODICALS	NEWSPAPERS & POPULAR MAGAZINES	TRADE MAGAZINES	SCHOLARLY JOURNALS
Frequency	Daily Weekly Monthly	Weekly Monthly	Monthly Quarterly
Abstracts/ Summaries	No	Sometimes	Yes, most of the time
Article Length	Typically short	Varies, but usu. short to moderate in length	Varies, but often lengthy
Review Process	Reviewed by staff of publication	Reviewed by staff of publication	Often peer-reviewed by experts in a field
References / Bibliography	Not usually included	May be included	Always included
Advertisements	Yes, many of them	Yes, usu. industry related	Few or none



[Video: Popular vs. Scholarly](#)

Articles from a journal, magazine or newspaper?

THE LAST DAYS OF TARGET

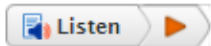
Castaldo, Joe. *Canadian Business*; Toronto Vol. 89, Iss. 2, (Feb 2016): 36-49.

Full text

Abstract/Details

**MAGAZINE
TRADE**

Full Text Translate [unavailable for this document]



Headnote

THE UNTOLD TALE OF TARGET CANADA'S DIFFICULT BIRTH, TOUGH LIFE AND BRUTAL DEATH

THE GRAND OPENING OF TARGET CANADA WAS SET TO begin in one month, and Tony Fisher needed to know whether the company was actually ready. In February 2013, about a dozen senior-level employees gathered at the company's Mississauga, Ont., headquarters to offer updates on the state of their departments. Fisher, Target Canada's president, was holding these meetings every day as the launch date crept closer. The news was rarely good. The company was having trouble moving products from its cavernous distribution centres and onto store shelves,

which would leave Target outlets poorly stocked. The checkout system was glitchy and didn't process transactions properly. Worse, the technology governing inventory and sales was new to the organization; no one seemed to fully understand how it all worked. The 750 employees at the Mississauga head office had worked furiously for a year to get up and running, and nerves were beginning to fray. Three test stores were slated to open at the beginning of March, followed shortly by another 21. A decision had to be made.

[Link to article](#)

Marketing Education Review >

Volume 24, 2014 - Issue 2

How Does Target Know So Much About Its Customers? Utilizing Customer Analytics to Make Marketing Decisions

Hope B. Corrigan, Georgiana Craciun & Allison M. Powell

Pages 159-166 | Published online: 07 Dec 2014

[References](#) [Citations](#) [Metrics](#) [Reprints & Permissions](#) [PDF](#)

Abstract

JOURNAL

Every time shoppers make a purchase at a store or browse a Web site, customer behavior is tracked, analyzed, and perhaps shared with other businesses. Target Corporation is a leader in analyzing vast amounts of data to identify buying patterns, improve customer satisfaction, predict future trends, select promotional strategies, and increase revenue. This case highlights a situation in which a teen girl unexpectedly received a maternity-specific mailer from Target and discusses the positive and negative aspects of this retailer's data mining program. The case focuses on the types of data needed to identify changes in consumer behavior, privacy issues that arise with data mining, and how customer analytics supports marketing decisions.

[Link to article](#)

Not sure of your periodical type?

Look up the periodical title in [Ulrichsweb](https://www.ulrichsweb.com)



ULRICHSWEB™
GLOBAL SERIALS DIRECTORY

▼ Basic Description	
Title	Canadian Business
ISSN	0008-3100
Publisher	Rogers Publishing Ltd.
Country	Canada
Status	Ceased
Start Year	1928
End Year	2016
Publication History	1928-2016
Frequency	16 times a year
Volume Ends	# 12, Dec
Language of Text	Text in: English
Abstracted / Indexed	Yes
Serial Type	Magazine ←
Content Type	Trade ←



▼ Basic Description	
Title	Marketing Education Review
ISSN	2153-9987
Publisher	Taylor & Francis Inc.
Country	United States
Status	Active
Frequency	3 times a year
Language of Text	Text in: English
Refereed	Yes
Abstracted / Indexed	Yes
Serial Type	Journal ←
Content Type	Academic / Scholarly ←

Peer-reviewed is also known as “refereed”.

NOTE: Every article in a refereed journal will not be peer-reviewed (e.g., editorial, book review, etc.)

Same WSJ article in Different Formats



NEWSPAPER



LEADER (U.S.)

Toyota Feels Pinch Along With Big 3 As

Email Print Save 0 Comments f t g+ in

By NORIHIKO SHIROUZU, MIKE SPECTOR and JOSÉE VALCOURT

Updated April 2, 2008 12:01 a.m. ET

The auto industry's sales slump deepened sharply in March amid a powerful econ

THE WALL STREET JOURNAL.

U.S. EDITION

Toyota Feels Pinch Along With Big 3 As Sales Dive

Norihiko Shirouzu, Mike Spector, Josee Valcourt

By Norihiko Shirouzu, Mike Spector and Josee Valcourt

1220 words

2 April 2008

The Wall Street Journal

J

A1

English

(Copyright (c) 2008, Dow Jones & Company, Inc.)

WSJ in Research Database (Factiva)



s slump deepened sharply in March amid a powerful
d even once-invincible Toyota Motor Corp. took a big

it is now dealing for the first time with the problem that
or years: too much North American manufacturing
s fell 10% in March compared with the same month a
y better than the 12% decline in total U.S. vehicle

for Toyota in the past nine months -- its worst stretch
according to company officials. "We have almost one
of idle capacity," said a Toyota executive familiar with

WSJ in Print

Citing Same Source in Different Formats

Citation requirements **vary** by format

Shirouzu, Norihiko, Mike Spector, and Josee Valcourt. “Toyota Feels Pinch Along With Big 3 as Sales Dive.” *Wall Street Journal*, April 2, 2008. Accessed January 18, 2017. <https://www.wsj.com/articles/SB120697359536477131>.

Newspaper article on WEB

Shirouzu, Norihiko, Mike Spector, and Josee Valcourt. “Toyota Feels Pinch Along With Big 3 as Sales Dive.” *Wall Street Journal*, April 2, 2008. Accessed January 20, 2017. Factiva.

Newspaper article in DATABASE

Shirouzu, Norihiko, Mike Spector, and Josee Valcourt. “Toyota Feels Pinch Along With Big 3 as Sales Dive.” *Wall Street Journal*, April 2, 2008, sec. A, p.1.

Newspaper article in PRINT

Citing

Citation Guide for Business

Based on the *Chicago Manual of Style*, 16th ed.

Fall 2017

The **Chicago** Manual of Style 16th SIXTEENTH EDITION

The Essential Guide for
Writers, Editors, and Publishers

- Use the Fall 2017 [Citation Guide for Business](#) **exactly**. Included in Comm 1B03 courseware, A2L and on Library's website.
- Based on [Chicago Manual of Style](#) (CMOS) 16th edition - available **online**. Do not use 17th edition.
- Track citations as you do your research. Use stable URLs or take note of item details. Do not copy URLs from browser toolbar – not always reliable.
- Don't leave it till the last minute!

Finding Secondary Sources on Your Topic

To find periodical articles, company reports & other secondary sources ...

- use a free **search engine** such as ...



- use a subscription based **research database** (a.k.a. library database, database) such as ...

Top Business Databases @ McMaster



Business Premium Collection

Scholars Portal
Journals



GALE

Canadian Periodicals Index Quarterly



Web of Science



What are Research Databases?

- are **search engines** with a well defined scope
 - covering specific years, various geographies, specific publications, etc.
- can be **subject specific** or **general**
 - marketing; business; social sciences; multi-disciplinary
- can contain **one or more source types**
 - articles, data, financials, reports, videos, maps, images, and more!



Research Databases ...



- support **precise & systematic searching**
 - many searching, filtering, sorting & exporting options
- contain **content curated** by humans (not robots)
- are typically **fee-based \$\$\$**, contain **full-text** content not typically available for free on the open web






Accessing Research Databases

- On the Library's home page, select Databases tab and then pick a database by Subject Area or search by Name



Quick Search Catalogue **Databases** eJournals Research Guides

Start searching quickly with these best bets:

Or select your subject area or database

Use **databases** to find **articles**, **data**, **images**, etc.


←

or in ←

Go to [All Databases \(A to Z\)](#) | [Already have a citation? Use our Article Finder.](#)


Accessing Research Databases

Read Description & Click Hyperlinked Name

 [Business Source Complete](#) Business Searching Interface - Recommended)

[Business Source Complete](#) (Standard EBSCOhost Interface)

Coverage: 1886 to the present; varies by title

Note: **NOTE:** On August 1, 2013, [five hundred Harvard Business Review articles](#)  in *Business Source Complete* will become **read-only** (i.e, the full-text cannot be printed or saved).

Business Source Complete provides selected full text from 11,200 sources, including more than 1,100 scholarly business journals. Covers all areas of business, including accounting, economics, finance, management, management information systems, marketing and international business. Additional full text, non-journal content includes financial data, books, monographs, major reference works, book digests, conference proceedings, case studies, investment research reports, industry reports (by Datamonitor/Marketline), market research reports, country reports, company profiles, SWOT analyses and more. Also includes a **Company Information** section, a company directory of more than a million public and private companies worldwide. Entries include address, revenue, top executives, subsidiaries, NAICS & SIC codes, and more.

[More Info / Permalink](#) 

Includes links to online tutorials, subject coverage, more database details, etc.

Browse

Business Videos

Company Information

Industry Profiles

Market Research
Reports

Author

Company Profiles

Cited References

Subjects

Publications

Author Profiles

Academic Journals

Books/Monographs

Indexes

Country Reports

Magazines

SWOT Analyses

Trade Journals

Working Papers

Business Source Complete (BSC)

Finding Company Profiles

Company Profiles

Browse for:

amazon

Browse

☒ Alphabetical ☐ Match Any Words

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 ▶

Company Name

PDF Complete Report

Amazon.com, Inc.

AMB Financial Corp.

Ambac Financial Group, Inc.



MarketLine Report (1088K)



MarketLine Report (952K)



MarketLine Report (1002K)

BSC: Company Profile

e.g., Amazon.com



Detail View



MarketLine Report

(1088K)

Related Information

[Academic Journals](#)
[Trade Publications](#)
[Magazines](#)
[Newspapers](#)
[Books/Monographs](#)
[SWOT Analyses](#)
[Industry Profiles](#)
[Market Research Reports](#)
[Product Reviews](#)

Click links in *Related Information* box for periodical articles and other documents about this company within the BSC database.

Amazon.com, Inc.

Address: 410 Terry Avenue North
Seattle

COMPANY PROFILE

Amazon.com, Inc.

amazon

Company Overview.....
Key Facts.....
Business Description.....
History.....
Key Employees.....
Key Employee Biographies.....
Major Products and Services.....
Revenue Analysis.....
SWOT Analysis.....
Top Competitors.....
Company View.....
Locations and Subsidiaries.....

Get Company Snapshot

Find a company using a company name or symbol.

Smart Lookup ▾

amazon

Go

Amazon.com, Inc.

Company Snapshot >

News

Latest News

Web News

Multimedia

Key Developments

Peer Comparison

Financial Results

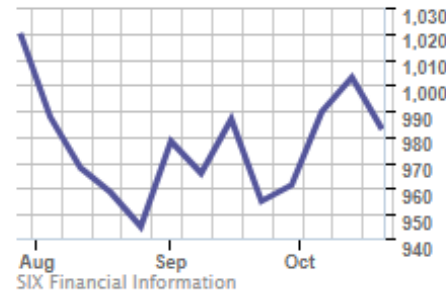
Ownership

Reports

Stock Price Activity

AMZN

3 Months Weekly



Financial Results

Statement Type

Income Statement - Annual ▾

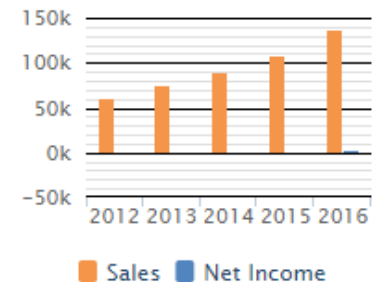
- Balance Sheet - Annual
- Balance Sheet - Interim/Quarterly
- Cash Flow - Annual
- Cash Flow - Interim/Quarterly
- Income Statement - Annual**
- Income Statement - Interim/Quarterly
- Geographic Segment Breakdown
- Business Segment Breakdown
- Key Ratios

Go

Performance/Segment Information

Financial Performance

(USD m)



	Period End Date	31-Dec-2016	31-Dec-2015	31-Dec-2014	31-Dec-2013	31-Dec-2012
Annual Income Statement: (USD, In millions)						
Net Sales or Revenue		135,987.00	107,006.00	88,988.00	74,452.00	61,093.00
Cost of Goods Sold incl. Depreciation		88,265.00	71,651.00	62,752.00	54,181.00	45,971.00
Gross Income		47,722.00	35,355.00	26,236.00	20,271.00	15,122.00
Selling, General and Administrative Expense		43,369.00	32,951.00	25,925.00	19,412.00	14,287.00

Factiva



Finding Company Snapshots

Limit: 6 users at one time

Click links in *Company Snapshot* box for news, financials, and more.

Constructing a Search in a Research Database



1. Identify **main concepts** of your topic
2. Think of **keywords** (synonyms or related words) for your concepts
 - ✓ Be aware of variant spellings and word endings
3. **Combine keywords** using  [Boolean operators](#) (i.e., AND, OR, NOT) and  [modifiers](#) “ ”, (), *

Main Concepts

Identify the **main concepts** of your research topic

– usually 1 to 3 concepts

Sample research topic:

- Assess *human resources* *management* at the *Amazon* corporation

Concepts:



1. *human resources*



2. *management*



3. *Amazon*



Keywords

- Develop a list of **keyword(s)** that express your concept(s)
 - consider **specific** and **general** words (nouns, adjectives & verbs)
 - think of **synonyms** and **related** words
 - use a mix of **natural** and **scholarly language**
 - eliminate **less relevant** words
 - avoid **relational** words such as *influence, cause, impact*, etc.





Possible Keywords for Main Concepts of Sample Research Topic

1. *human resources*

HR
personnel
employee
staff
talent

2. *management*

administration
development
planning

3. *Amazon*

Amazon.com
Amazon Inc.



Boolean Operators

Use to Combine Keywords

AND ↓	Use between search words to retrieve items with ALL words present. <u>Narrows</u> or decreases results.	brand and reputation
OR ↑	Use between search words to retrieve items with ANY of the words present. <u>Broadens</u> or increases results.	marketing or advertising or promotion
NOT ↓	Removes unwanted words. <u>Narrows</u> or decreases results.	jobs not steve
()	Searches using a mix of Boolean operators are processed left to right - AND first, OR second, NOT last. Words enclosed in parentheses () will become first.	(volkswagen or VW) and emissions and scandal

Boolean at Work:

Human Resources Management at Amazon, Inc.

Business Premium Collection

<u>Search</u>	<u># of results</u>
amazon	140,315
and	
human resources	565
or	
HR	659
and	
management	239
not	
river	234



Modifiers

Control Word Variations

<p>* ! ?</p>	<p>Use a wildcard (or truncation) symbol to find variant spellings and word endings.</p> <p>NOTE: The symbol can vary by search engine – check Help section</p>	<p>manag* finds: manage, manages, manager, managers management, managing, etc.</p> <p>behavio*r finds: behavior, behaviour</p>
<p>“ ”</p>	<p>Use quotes around search words to find exact phrases; words appear together in the order specified</p>	<p>“human resources” “public relations” “social media”</p>

Boolean & Modifiers at Work:

Human Resources Management at Amazon, Inc.

Business Premium Collection

Sample Search Results

#1: Boolean

amazon	140,315
and	
human resources	565
or	
HR	659
and	
management	239
not	
river	234

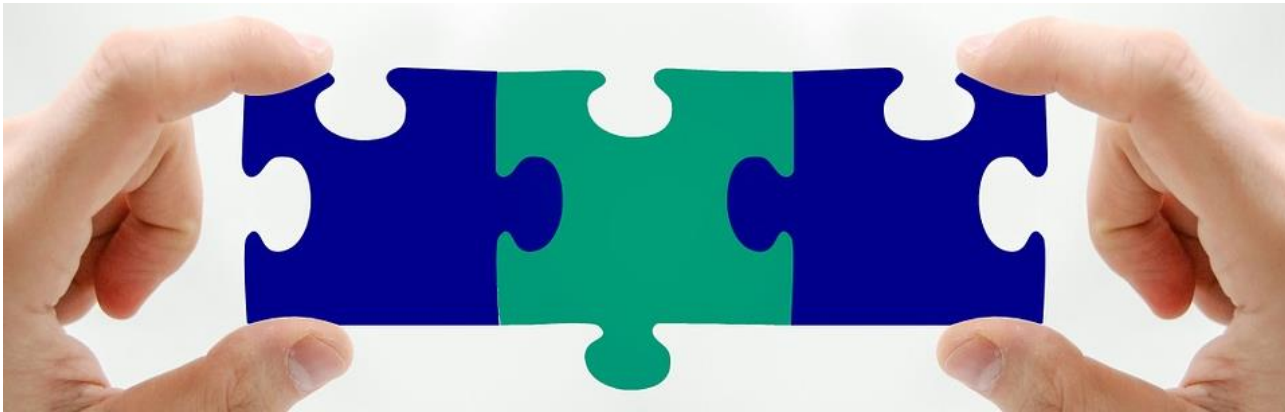
#2: Boolean + Modifiers

amazon	140,315
and	
"human resource*"	476
or	
HR	571
and	
manag*	257
not	
river	257

Search Statement

Piecing it All Together

("human resource*" **or** HR **or** personnel **or** employee* **or** staff **or** talent) **and** (manag* **or** adminstrat* **or** develop* **or** plan*) **and** (amazon **or** amazon.com **or** "amazon inc*")



Order of operations:

Left to right, AND first, OR second, NOT last, () becomes first

Free Text Search

Query Genius ⓘ ☐

Search Form

Examples

("human resource*" or HR or personnel or employee* or staff or talent) and (manag* or adminstrat* or develop* or plan*) and (amazon or amazon.com or "amazon inc*")

☐ Include additional Blogs and Boards

Date In the last 2 years ▾

Duplicates Identical ▾

Search

Boolean Operators & Modifiers

Specify date range

The option to specify the location of search words is common in databases. Can make results more precise.

- Source ▸ All Sources
- Author ▸ All Authors
- Company ▸ All Companies
- Factiva Expert Search ▸
- Subject ▸ All Subjects
- Industry ▸ All Industries
- Region ▸ All Regions
- Look up ▸
- Language ▸ English x
- More Options ▾

Search for free-text terms in: ▾

Exclude:

- ☐ Republished news ⓘ
- ☐ Recurring pricing and market data ⓘ
- ☐ Obituaries, sports, calendars... ⓘ

Sort results by: ▾

Factiva : Searching News
(default search)

Search Statement using Guided Search

Business Premium Collection

Basic Search **Advanced Search** Publications Browse

Advanced Search [Command Line](#) [Thesaurus](#) [Field codes](#) [Search tips](#)

"human resource*" OR HR OR personnel OR employee* OR staff OR talent in **Anywhere except full text – ALL**

AND manag* OR adminstrat* OR develop* OR plan* in **Anywhere except full text – ALL**

AND amazon OR amazon.com OR "amazon Inc*"

Company/organization – ORG

[Look up Companies/organizations](#)

Boolean Operators & Modifiers

Limit to: ☐ Full text ☐ Peer reviewed ☐ Scholarly journals

Publication date:

After this date...

January

1

2015

The option to specify the location of search words is common in databases. Can make results more precise.

Specify date range

[Business Premium Collection:](#)
Searching all sources in database

Research Databases Often Have **Filters**

Use them to refine and/or narrow search results

Business Source Complete

Refine Results

Current Search

Limit To

Source Types

- ☒ All Results
- ☐ Trade Publications (341)
- ☐ Magazines (213)
- ☐ Academic Journals (83)
- ☐ Newspapers (71)
- ☐ Industry Profiles (18)

Show More

Subject: Thesaurus
Term

Subject

Publication

Company

Geography

NAICS/Industry

Business Premium Collection

Narrow results by

- ☒ Full text
- ☒ Peer reviewed
- ☒ Scholarly journals
- ☐ Source type
 - ☒ Wire Feeds (1228)
 - ☒ Newspapers (980)
 - ☒ Trade Journals (968)
 - ☒ Scholarly Journals (209)
 - ☒ Magazines (182)
- More options...

☒ Publication date

☒ Publication title

☒ Document type

☒ Subject

☒ Classification

☒ Company/organization

☒ Location

☒ Person

☒ Language

Factiva

- ☒ Date
- ☒ Companies

☒ Sources

Export

Dow Jones Newswires - ...	11.5K
PR Newswire - All sources	5,825
CQ FD Disclosure	5,343
The Wall Street Journal - ...	5,315
The Associated Press - Al...	5,005
The New York Times - All ...	4,893
Business Wire - All sources	4,484
Reuters - All sources	4,089
MarketResearch.com (Ab...	2,750
The Times (U.K.) - All sou...	2,745

+ -

- ☒ Subjects
- ☒ Industries
- ☒ Languages
- ☒ Regions
- ☒ Executives
- ☒ Authors
- ☒ Keywords

'Bruising workplace' stirs up debate

Dobson, Sarah  Canadian HR Reporter; Toronto 28.15 (Sep 21, 2015): 1,10.Article

Full text

Full text - PDF

Abstract/Details

Full text options



Check GetIt! for availability

When full-text is not available in the database, select *get it!*Abstract [Translate](#)

It was a damning article. Outlining the "bruising workplace" of online retailer Amazon, an August 17 story in the [New York Times](#) detailed the unrelenting pace, late hours and secrecy of a work environment that's "more nimble and more productive but harsher and less forgiving." Workers are encouraged to tear apart each other's ideas in meetings and held to "unreasonably high" standards. An internal phone directory tells colleagues how to send secret feedback to one another's bosses. Another integral component to Amazon is a focus on measurement. The company uses "a self-reinforcing set of [management](#), data and psychological tools to spur its tens of thousands of white-collar [employees](#) to do more and more, according to the New York Times.

Details

Additional keywords or controlled vocabulary to use in searches.

Subject

Work environment;
Workers;
Productivity;
Feedback;
Electronic commerce

Also check on sources noted in description, full-text and/or reference lists.

Location

United States-US

Company / organization

Name: [Amazon.com](#) Inc

Document URL

<http://libaccess.mcmaster.ca/login?url=http://search.proquest.com/docview/1719290266?accountid=12347>

Use permalinks when citing and exporting

Source type

Trade Journals

Trade magazine article



Jeff Bezos, founder and CEO of Amazon.com, arrives for a media conference in San Valley, Idaho, on July 8. The company faced both critics and proponents recently when a newspaper article outlined its 'bruising workplace.' (Credit: Mike Baker/Reuters)

'Bruising workplace' stirs up debate

Is Amazon taking the right approach with its tough culture?

BY SARAH DOBSON

IT WAS a damning article. Outlining the "bruising workplace" of online retailer Amazon, an Aug. 17 story in the *New York Times* detailed the unrelenting pace, late hours and secrecy of a work environment that's "more nimble and more productive but harsher and less forgiving."

Workers are encouraged to tear apart each other's ideas in meetings and held to "unreasonably high" standards. An internal phone directory tells colleagues how to send secret feedback to one another's bosses.

Annual "cullings" of staff see losers leaving or fired while some

workers who suffered from health and personal crises said they were evaluated unfairly or edged out, rather than given time to recover, said the *New York Times*.

"(Amazon) is conducting a little-known experiment in how far it can push white-collar workers, redrawing the boundaries of what is acceptable," said the article. "The company, founded and still run by Jeff Bezos, rejects many of the popular management bromides that other corporations at least pay lip service to and has instead designed what many workers call

WORKERS > pg. 10

Quick Search

NEW

- is a **multi-disciplinary** search tool for locating **online** items and **physical** materials in Mills, Innis, Thode & Health Sciences libraries.
- **Quick Search = “Catalogue” + “Articles & More”**
(includes some content from Databases + eJournals)



Quick Search Catalogue Databases eJournals Research Guides

Search: Search

[FAQ/Search Tips](#)

[Advanced Search](#) | [Classic Catalogue](#) | [New Items](#)

- Search by keyword(s), then refine results using a variety of limits such as format, date, subject, database, etc.

Refine by:

- ☐ Library Catalogue (210)
- ☐ Articles & More (75837)
 - ☐ Full Text (75837)
 - ☐ Peer Reviewed (75837)

+ Found In

+ Availability

- Format ←

- ☐ Academic Journals (2754)
 - ☐ Biographies (2)
 - ☐ Book (355)
 - ☐ Conference Materials (60)
 - ☐ Dissertations (3)
- more >

+ Location

+ Subject

+ Language

+ Geography

- Database ←

- ☐ Academic OneFile (19661)
 - ☐ Business Source Complete (17180)
 - ☐ Complementary Index (11322)
 - ☐ Academic Search Index (9384)
 - ☐ Regional Business News (6585)
- more >

+ Publication Year

+ Publication

+ Publisher

+ Date of Publication

Sample Quick Search Results

Quick Search

Catalogue

Results 1 - 25 of 76047 for amazon.com

Sorted by Relevance | Date



Research Starter

Amazon.com.

Amazon.com, also known simply as Amazon, was founded as an online bookstore by Jeff Bezos in 1994. In the span of a few years, Amazon became the lar... [More](#)

Salem Press Encyclopedia, January, 2017. 3p.

Additional Research Starters : [Amazon.com Sells Its First Book Online.](#)



Amazon.com : get big fast / Robert Spector

Spector, Robert, 1947-

Book | 2000

Available at Innis Library Bookstacks
(Z 473 .A485S64 2000) [see all](#)

Request it

Additional actions:



Amazon.com, Inc. SWOT Analysis.

| Amazon.com, Inc. SWOT Analysis. 8/18/2017, p1-10. 10p.

A SWOT analysis of Amazon.com, Inc. is presented. [more](#)

PDF

Get it @ Mac

Additional actions:



Can Amazon.com reviews help to assess the wider impacts of books?

Kousha, Kayvan;Thelwall, Mike

Academic Journal | Journal of the Association for Information Science & Technology. Mar2016, Vol. 67 Issue 3, p566-581. 16p. 7 Charts.

Although citation counts are often used to evaluate the research impact of academic pu... [more](#)

PDF

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Additional actions:



- includes articles (from all periodical types), plus a **variety** of other **secondary sources**
- search **not comprehensive**, missing content from many of our research databases (like Factiva)
- “Articles & More”** entries may **not always** be available in **full-text** at McMaster; select Get It @ Mac! for options
- good place to start**, can help identify which databases to explore

Overwhelmed? Don't Know Where to Start?

[Comm 1B03 Course Research Guide](http://libguides.mcmaster.ca/commerce1b03)

McMaster University Library / McMaster LibGuides / Commerce 1B03 - Business Environment & Organization / Company Description & Analysis

Commerce 1B03 - Business Environment & Organization

Search this Guide

Search

Canadian Company Sources

Home

Company Description &
Analysis

Company Description &
Analysis

Writing/Citing

How Library Stuff Works

Company Description & Analysis



Business Monitor International Reports

Can include profiles and SWOT analyses on Canadian companies and industries.



Business Premium Collection (formerly ProQuest Business Collection), varies by database/publication

Consists of 6 business databases that include thousands of full-text scholarly journals, dissertations, conference proceedings, working papers, newspapers, trade publications, industry reports, and books



Business Source Complete (select Business Searching Interface option)

Full text for more than 1,200 scholarly business journals, magazines and other sources. To access company profiles go to the ADVANCED SEARCH screen, click on the COMPANY PROFILES link on the right and search by company name. Reports can include a company overview, top competitors and a SWOT analysis.

- includes numerous research databases, web sites and other sources useful for your research project

<http://libguides.mcmaster.ca/commerce1b03>

Self-Serve Help

**SAMPLE
GUIDES**

SELF SERVE



[Subject Guides](#)

Resources specific to your subject area

[How to Find](#)

Guides and Videos on How library Stuff Works

Questions related to [Borrowing Materials](#)

[InterLibrary Loans/RACER](#)

borrow materials not owned by Mac.

[PrintSmart](#)

[Your Library Account](#)

[FAQs](#)

[Forms](#)

retrieve a book from storage, can't find a book on the shelf

[Book a Study Room](#)

Business

- [Accounting & Finance](#)
- [Business Data & Statistics](#)
- [Career & Job Resources](#)
- [Country Specific Statistics](#)
- [Human Resources & Labour Relations](#)
- [Knowledge Management](#)
- [Top Business Databases](#)

Business and Law

- [How to Find Business Cases](#)
- [How to Find Canadian Case Law](#)
- [How to Find Collective Agreements](#)
- [How to Find Company Annual Reports](#)
- [How to Find Financial Ratios \(Industry & Company\)](#)
- [How to Find Industry Reports](#)
- [How to Find McMaster Business Theses](#)
- [How to Find McMaster Business Working Papers](#)
- [How to Find Market Share](#)
- [How to Find a SWOT Analysis](#)
- [How to Find Top Business Databases](#)

<http://library.mcmaster.ca/justask>

How Library Stuff Works

Video Tutorials

→ [Using the Library](#) | [Finding Articles](#) | [Finding Books](#) | [Doing Research](#) | [Citing](#) ←



How to Find a Journal Article (video)

You need journal articles for your essay? Watch this video to learn how to find and access them online. (5:07)

[Transcript \(PDF\)](#) | [Transcript \(.doc\)](#)

**SAMPLE
VIDEOS**



How to Choose Keywords (video)

This video explains how to choose keywords for database searching when doing research. (2:43)

[Transcript \(PDF\)](#) | [Transcript \(.doc\)](#)



Peer Review (video)

Confused by what 'peer reviewed' means? This video will tell you and explain how it works. (2:11)

[Transcript \(PDF\)](#) | [Transcript \(.doc\)](#)

Research Help @ Innis



- E-mail: library@mcmaster.ca



- Phone: 905-525-9140
 - ext. [22081](#) Innis Service Desk
 - ext. [21359](#) Business Librarian



- Face to Face:
 - Drop by the Service Desk at anytime, Monday to Friday



Ask

- Live Chat:
<http://library.mcmaster.ca/justask/>

Library Hours

October 15 - December 3
library.mcmaster.ca/hours-info

INNIS

Mon-Thurs: 8:30am - 2am
Fri: 8:30am - 6:45pm
Sat: CLOSED
Sun: 1pm - 7:45pm



MILLS & THODE

Mon-Thurs (Mills): 8am - 10:45pm
Mon-Thurs (Thode): 8am - 3am
Fri (Mills): 8am - 5:45pm
Fri (Thode): 8am - 9:45pm
Sat: 10:30am - 5:45pm
Sun: Noon - 10:45pm


Learning Commons open 24/5



**Late Night *Silent* Study Hours
Now Available**

Group Study Rooms at Innis




- 7 rooms, seating for 6
- include whiteboards, monitors, outlets, etc.
- supplies can be borrowed from Service Desk
- book rooms online with your MAC ID 

Study Room Booking System

Select Library: [Mills](#) | [Innis](#) | [Thode](#)

- Rooms are for McMaster users working on collaborative projects
- You will need your MAC ID and password to book a room
- Minimum 3 people in a room & maximum capacity listed below for each room
- If you do not show up in the room after 15 minutes of the booking time then you will lose your complete booking and the room is free for anyone to use
- For privacy protection, we recommend that full names not be used when reserving a room
- Please limit your bookings to 2 hours per day per group
- The Library reserves the right to cancel bookings in violation of this policy. Attempts to monopolize study rooms will be considered a breach of the Library Code of Conduct
- Bookings can only be made up to two weeks in advance
- Wireless access is available
- Please keep your confirmation e-mail as proof of booking

Click on a  below to book a room. If an **X** appears then it means that you are trying to book the room either more than 2 weeks in advance or the date is in the past.

<https://library.mcmaster.ca/mrbs/>

October 2017						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November 2017						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

[View Floor Plans](#)

LIAM THE LIBRARY DOG IS BACK THIS YEAR!



DOGS@MAC



2017
Innis: 11-11:30am
Mills: 1-2pm
(1st floor, Connection Centre)
Thode: 3-3:30pm



McMaster
University
LIBRARY



October 26
November 9
November 23
December 7

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- “Follow” Us on Instagram!

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- SnapChat

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