Focus: Research for Business & Marketing Plans
Sample Topics: Industry specific numbers (stats); economic stats, demographics

Access the *Business Subject Guide* by typing in the address above, or going to the library home page and selecting *Subject Guides*.

1. Find the “Business Databases” box on the *Business Subject Guide*. Find a **full-text trade publication article** in the *Business Source Elite* database.

   **Author:** _______________________________________________________________
   
   **Title of Article:** _______________________________________________________
   
   **Periodical/Source Title:** _______________________________________________
   
   **Date:** _______________ Page(s): ___________ Vol.#____ Issue____
   
   Email the article to yourself with a MLA citation and initial here: _________

2. From the *Business Subject Guide*, the “Business Databases” find a **full-text scholarly article** in the *Business Source Elite* database.

   **Author:** _______________________________________________________________
   
   **Title of Article:** _______________________________________________________
   
   **Magazine Name:** _______________________________________________________
   
   **Date:** _______________ Page(s): ___________
   
   Email the article to yourself with a MLA citation and initial here: _________

3. Using the *Business Subject Guides*, click on ePodunk (an easy-to-navigate demographic database) and scroll through it. See if you can find what percentage (%) of Grand Rapids, MI (city not township) residents are of Irish heritage.

   **Answer:** _______________________________________________________________

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