Name: ______________________________

Business Subject Guide
http://subjectguides.grcc.edu/business
Library Home Page → Subject Guides → Business

1. Use RaiderSearch, GRCC’s catalog, to find a book, ebook or media item from our collection, more than half of which can be viewed online. To begin most searches, use the keyword search option. Remember to modify your initial search as needed (ebooks, etc). List the following:
   - Title:
   - Author:
   - Publisher:
   - Place and year of publication:

2. Use a Business Database to find information on your topic.
   - Many choices, the interface varies, but look for:
     - Full text
     - Modify search options (subject, doc type, pub date, etc)
     - Citation tools
   - An appropriate database for my search is ______________________________.
   - Using this database, find an item (article, video, book entry, etc.) and record the following information, as applicable.

   Title ____________________________________________________________
   Author __________________________________________________________
   Source _________________________________________________________
   Pub. Date ____________ Other (vol/issue, pages, etc.) ________________

3. Industry Information
   - RaiderSearch (i.e.; Encyclopedia of American Industries)
   - Economic Census (located under the ‘Business’ tab at www.census.gov).
     - Site overview (NAICS, Industry Snapshots, etc.)
     - Possible NAICS codes for my topic:
       ____________ ____________ ____________ ____________
   - Use Business Insights: Global to find information on an industry related to your topic/NAICS. List one piece of information below.
4. Company Information
   - **RaiderSearch** *(i.e.; International Directory of Company Histories)*
   - Annual Reports (located under ‘Business Marketing’ tab and [www.annualreports.com](http://www.annualreports.com))
   - Use **Business Source Elite** to find a MarketLine Report for a company of your choice.
     List something from the SWOT analysis (if available, otherwise list something from any part of the MarketLine Report).
     - Company name:
     - SWOT (or other) item:

5. Demographic information
   - **RKMA** titles
   - **DemographicsNow** ([www.mel.org](http://www.mel.org), then ‘databases’)
     - Overview
     - Demographics tab
       - Geography menu, Custom
       - Mosaics
     - Maps tab
       - Variable themes
       - Tools
     - Use **Demographics Now** to find information about your target group in a specified geographic area. Write one fact below:

6. Citing Sources
   - Visit the [Citing Sources Subject Guide](http://) for complete information.
   - Use the database citation tools in databases.
   - Try the KnightCite citation generator at [www.calvin.edu/library/knightcite](http://www.calvin.edu/library/knightcite)

7. Need help?
   Call 616-234-3868 during library hours or email a question anytime using the ‘Ask-a-Librarian’ link on the library’s webpage.