Name: ______________________________

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

1. Basic Searches
   • Use RaiderSearch, GRCC’s catalog, to find a book, ebook or media item on a relevant topic. If applicable, remember to modify your initial search as needed (ebooks only, etc). List the following:
     o Title:
     o Author:
     o Publisher:
     o Place and year of publication:

   • Use a business database of your choice to find information on a relevant topic. List the following:
     o Type of information needed:
     o Database used:
     o Database use tip:

2. Industry Information
   • RaiderSearch (i.e.; Encyclopedia of American Industries)
   • Economic Census (located under the ‘Business’ tab at www.census.gov).
     o Site overview (i.e.; Industry Snapshots)
     o NAICS
     o My topic:
     o My possible NAICS codes:
       ___________  ___________  ___________  ___________

   • Use Business Insights: Global to find information on an industry related to your topic/NAICS. List one piece of information below.

3. Company Information
   • RaiderSearch (i.e.; International Directory of Company Histories)
   • Annual Reports (public)
   • 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).
     o Company name:
     o SWOT (or other) item:
4. Demographic/Marketing Information: ‘Business Marketing’ tab of Subject Guide
   - Use **Business Decision** for the following:
     - Create an account.
     - Create a ‘New Project’. Consider adding:
       - Tapestry profile
       - Expenditures information
       - Traffic patterns
     - List at least one database use tip(s) or question(s):

   - **DemographicsNow**
     - Overview
     - Path: Demographics, Geography menu, Custom
     - Consider exploring:
       - Mosaic
       - Expenditures information
     - Maps tab
       - Variable themes
       - Traffic
     - List at least one database use tip(s) or question(s):

   - Other sources:
     - **RaiderSearch** (i.e.; American Marketplace)
     - RKMA titles
     - Websites:
       - [www.annualreports.com](http://www.annualreports.com)
       - Economic Census
     - Explore one of these resources and list at least one tip(s) or question(s):