



## RESOURCES FOR BUS 102

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### **INTERNATIONAL BUSINESS CULTURE & ETIQUETTE** **ONLINE ELECTRONIC BOOKS**

Pop Culture Arab World! Media, Arts, And Lifestyle <http://tinyurl.com/ycdnykq>

Pop Culture China! Media, Arts, And Lifestyle <http://tinyurl.com/ydftr38>

Pop Culture Germany! Media, Arts, And Lifestyle <http://tinyurl.com/ybgayl4>

Pop Culture India! Media, Arts, And Lifestyle <http://tinyurl.com/ya27a9p>

Pop Culture Latin America! Media, Arts, And Lifestyle <http://tinyurl.com/y9wo86g>

Pop Culture Russia! Media, Arts, And Lifestyle <http://tinyurl.com/ydtjvu5>

(For these next 4 titles, copy and paste the title into the library catalog on the library home page ([www.lib.muohio.edu](http://www.lib.muohio.edu)) and then click on the URL links in the catalog record.

Countries and Their Cultures

Mind Your Manners: Managing Business Cultures in the New Global Europe

The Global Etiquette Guide to Mexico and Latin America

Coaching Across Cultures

### **PRINT BOOKS**

All Shelved In The King Library Reference Collection – 1<sup>st</sup> Floor

Asian Business: Customs & Manners King Ref HF 5389.3 .A78 B67 2007

Bridging the Culture Gap King Ref HF 5389 .C36 2008

Chinese Business Etiquette King Ref HF 5389.3 .C6 V47 2008

Culture Grams King Ref GT 150 .C85 2008 v.1-4

European Business Customs & Manners King Ref HF 5389.3.E85 B67 2006

Global Business Etiquette King Ref HF 5389 .M375 2006

**The Global Etiquette Guide to Mexico and Latin America** King Ref BJ 1838 .F673 2002

**Global Road Warrior** King Ref G 156.5 .B86 G56 2007 v.1-3

**Kiss, bow, or shake hands : Europe : how to do business in 25 European countries** King Ref HF 5389 .M675 2007

**Korean Business Etiquette** King Ref HF 5389.3.K67 D45 2004

**Passport to Success : The Essential Guide to Business Culture and Customs in America's Largest Trading Partners** King Ref HF 5389 .M3753 2009

**Savvy Business Traveler's Guide to Customs and Practices in Other Countries** King Ref HF 5389 .B58 2008

**When in Rome or Rio or Riyadh** King Ref G 156.5.B86 O46 2004

**World Wise: What to Know Before You Go** King Ref G 156.5 .B86 D46 2005

**World's Business Cultures and How to Unlock Them** King Ref HF 5389 .T66 2007

### ONLINE DATABASES

All business databases are located under **Research by Subject** on the Library's Home Page (<http://www.lib.muohio.edu/>), under **Business**.

### Business Source Complete

This is an excellent source for **journal articles**. It indexes over 10,000 journal titles, with approximately 80% available as **full-text**. It includes both **scholarly business journals** such as "Harvard Business Review" and also **popular titles** such as "Business Week" and "Fortune". You can also link to **full-text articles in the Wall Street Journal**.

### Search Tips & Tricks:

- Click on the "**Choose Databases**" tab to search several databases simultaneously.
- Use the word "**or**" to search on several terms at once (i.e. downsizing or outsourcing). Look at the **suggested subject terms** on the left side of the screen side for terms to add to your search.
- Use the pull-down menu to **narrow** your search to a **subject term, company** entity, etc.
- Use an **\*** as a **truncation symbol** (i.e. employ\* finds employee, employed, employer, etc.)
- Check the "**Scholarly Peer Reviewed**" box to limit to only **scholarly journals**.
- Limit your search to articles with **more than a certain number of pages** to find more substantial articles. (This is an option under the search boxes.)
- **Articles that are available as HTML or PDF full-text can be emailed.** If the article does **NOT** say HTML or PDF Full-text is available, **click** on the "**Find It**" button. They are often

available online through another database or at the library in print. The **Wall Street Journal** is indexed in Business Source Complete but there is **no full-text**. Instead, click on the **Find-It link** to connect to Factiva. In Factiva, click on the **Search link** in the **upper left corner of the screen** and then **copy and paste the article title to find the full-text online**.

- Ebsco can also provide **citation help**. Once you select an article, click on the **4<sup>th</sup> icon from the left** (looks like a **piece of paper**). Click on that to get **citation information for that specific article** in many citation styles. You can also have citation information **sent to you when you email** an article to yourself. Once you **click on the email icon**, look on the **right side of the screen**. Click on the button for **Citation Format** and **choose the citation style** you will be using.

## Marketline

**Marketline** consists of over 3,000 **full-text market research industry reports for the US and internationally** and over 50,000 **company reports** (both for US and international companies).

### Search Tips & Tricks:

- To get to the **Country reports**, go to the Marketline homepage and click on the link that says **Browse All countries Information** under the column that says Leading Countries. On the next screen, click on the link for **Country profiles in the left hand toolbar**. You can go alphabetically through the list or **limit by region at the bottom of the left-hand toolbar**.
- Most reports include sections on the political, **economic, technological, social and environmental conditions** in each country. Some less developed countries will not have all of these report sections.
- To locate an industry report, click on the “**Click Here**” link under **Welcome to Marketline**.
- Narrow by **Geography** in the lower left sidebar and also choose **Industry Profile**.
- Industry reports include information such as **market definition, market value and segmentation, five forces analysis** (buyer power, supplier power, new entrants, substitutes, and rivalry), **information on the leading companies in the industry, and market forecasts**.
- To find a company report, put the **company’s name** into the search box. If a report is available on your company, it will usually be one of the **top reports listed** in the results list.
- Each 10-20 page company report includes **business description, company history, major products and services, key biographies locations and subsidiaries, top competitors**, and sometimes a **SWOT analysis**.

## CITING SOURCES

Last but not least, remember to **CITE** your sources. Go to the **Business** page <http://libguides.lib.muohio.edu/business> and click on the **Citing Sources** tab for links to **RefWorks** or the **Citation Machine**. Also remember in **Business Source Complete**, you can use the **Cite This Article icon** or **email the article citation** information to yourself.

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