RESOURCES FOR BUS 102

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/ydfrt38

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) 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 – 1st 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
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 4th 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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