

# Searching *Business and Company Resource Center*

## What is *Business and Company Resource Center*?

It is a database that contains company profiles, brand information, rankings, investment reports, stock quotes, consumer marketing data, corporate chronologies and histories, emerging technology reports, first call consensus estimates, insider buying and selling activity, and major shareholders. It also contains articles from newspapers, business journals, reports, and news and press releases. Information is from 1980 to the present; updated daily.

## How do I get to it?

From the library's homepage at <http://www.usfca.edu/library>

- Go to *Start Your Research*.
- Choose *Database List* and select *Business and Company Resource Center*.
- The next page is a brief introduction to *Business and Company Resource Center*.
- Click **GO** to access the database. This takes you to the main search page.

## Does it have the full text of articles?

Yes. Many of the articles in this database are full text. However, to find the full text of a citation or abstract do the following:

- Search the title of the journal in our online catalog, *Ignacio* at <http://ignacio.usfca.edu>. If the library owns the journal, in the year and volume that you need, go the Periodicals Department to get the article.
- If the library does not own the journal or have the year or volume you need, click on the Library Catalogs link on the *Start Your Research* page. Search other libraries' catalogs to see if any have the journal. If a library does have the journal, you will have to go there yourself to get a copy of the article.
- Otherwise, you can request the article on Interlibrary Loan at <http://www.usfca.edu/library/ill.html>. Allow 2-4 weeks to receive the article.

## Searching Tips

*Business and Company Resource Center* offers several different ways to search: Company, Industry, Articles, and Advanced Search. On the main search page at the top there is a pull-down menu that allows for quick keyword searching. In addition, the large search buttons lead to windows where more precise searching is possible. Following is a summary of each of the types of searching.

### Company Search

- Search by company name, product or brand, geographic region, or NAICS and SIC codes.
- Once you've performed your search you will see at the top of the screen that there are tabs for different kinds of information. *Click the tabs that have dark black letters for further information on your company.*

### Industry Search

- Search using keywords to describe the industry, or by *NAICS* or *SIC* codes.
- Once you've performed your search you will see at the top of the screen there are tabs for different kinds of information. *Click the tabs that have dark black letters for further information on your industry.*

### Article Search

- Use pull down menu to search with *keyword*, *subject* or *text in article*.
- Searches can also be refined by choosing specific dates or by clicking boxes for types of articles, specific journals or full text.

### Advanced Search

- Use up to three search terms.
- Use pull down menus to search with terms such as *keyword* or *author*.
- Link terms together with pull down menus using operators **and** or **or** or **not**. See table below.
- Once you've performed your search you will see at the top of the screen that there are tabs for different kinds of information. *Click on tabs with dark black letters for further information.*

### Examples of operators and how they work:

OPERATOR	EXAMPLE	SEARCH RESULT
and	work and stress	Both terms must be present. Reduces results.
or	work or stress	Either term can be present. Increases results.
not	work not stress	Excludes second term. Limits results.
*	market*	Finds records with all forms of the word; market, marketing, marketed, etc.

### How do I print or email a record?

Once you have a list of articles, you can click on their links to view and retrieve them. There are three ways to retrieve articles:

- **Print:** To print an article as it appears on the screen, use the *File then Print* pull down menu on your browser.
- **PDF:** To print an article as a formatted, typeset image, click on the *Print* button located at the top left corner of the article. You will need Acrobat Reader in order to view and print this way. If your computer does not have Acrobat, download it free from: <http://www.adobe.com/products/acrobat/readstep.html>
- **Email:** To email an article, click on the *Email* button located at the top left corner of the article. Type in your email address and click *Send*.

### Questions?

- Click on *Help* for tips on the specific page on which you're working.
- Search or browse the *Help* topics for other hints or tips.
- Contact the Reference Department at 415-422-2039 or at [reference@usfca.edu](mailto:reference@usfca.edu)