Research Guide to: BUSINESS

Call numbers: 330 business statistics, directories, and economics, 650 management, marketing
Subject headings/keywords: accounting, advertising, business management, finance, marketing, sales, small business, stock market
For further assistance: Please consult the staff at the Reference Desk or call 816-604-2268
Library home page: http://www.mcckc.edu
For additional resources: visit our online subject guides at http://libguides.mcckc.edu/

Begin Search

- Create search question
- Identify keywords from search question
- Combine keywords or concepts with Boolean operators (and, or, not) for use in the appropriate databases

Consult the Library of Congress Subject Headings (red books located at the Reference Desk.) Look up subject to determine any additional topics needed for search.

Reference Books

Mergent’s Handbook of Common Stocks
Ref 332.63 M77 updated quarterly
Business Statistics of the United States
Ref 338 B964u 2008
Ingram’s The Greater K.C. Area Book Of Leads & Lists
Ref 338.7 G798 2008-2009
Book of Lists (Kansas City Metropolitan Area)
Ref 338.7 K13b 2008-2009
Hoover’s Handbook of American Business
Ref 338.74 H76 2006, v. 1
Historical Encyclopedia of American Business
Ref 338.0973 H629
Sorkin’s Directory of Business & Government
Ref 338.74 So6k, v. 1-6 2008
Encyclopedia of Busine$$ and Finance
Ref 650.03 En19b V. 1-2 2001
How to Write a Business Plan
Ref 658.4012 M19h-9

Magazine and journal articles can be found in:

Other Online Databases:
Academic Search Elite
MasterFile Premier
JSTOR (Business Discipline)
ProQuest Research Library
Newsbank
Newspaper Source

Internet Resources:
Consult recommended Web Links on the Longview Library home page. Scroll down to Business and Technology. You can also find other links by using Multiple Subject Sites and search for “business.”

Suggested Web Sites:
Federal Reserve Today
http://www.federalreserve.gov
Standard and Poor’s
http://www.standardandpoors.com
Business Dictionary
http://www.businessdictionary.com
KC Source Link – Small Businesses in Kansas City
http://www.kcsourcelink.com/
Missouri Business Portal
http://www.business.mo.gov/

Books

Business for Beginners; From Research and Business Plans to Money, Marketing and the Law 658.11 M17b
The Entrepreneur’s Guide to Writing Business Plans and Proposals 658.4012 C35e

Electronic Sources

Online Business Databases:
Business & Company Resource Center
Lexis-Nexis Academic Universe