

Business Cornerstone: Tools for Business Research

University of Houston-Downtown Library

Ask a Librarian: <http://www.uhd.edu/library/ask.html> or 713-221-8187

- **To connect to UHD databases**, go to the Library's Web site at <http://www.uhd.edu/library/> and choose "Search Databases." Then choose a database under "Databases by Name" or "Databases by Subject." You can also visit the Business Cornerstone Library Guide at <http://library.uhd.edu/businesscornerstone>
- **If you are off campus**, you will be asked to log in with your UHD ID and PIN for student e-services. For more information, see <http://www.uhd.edu/library/about/connect.html>.

Finding business journal articles and other database resources

Some of the most useful UHD databases for articles on business-related topics include:

[*Business Source Complete*](#) provides full-text and abstract coverage for over 8000 business periodicals and other sources, including scholarly journals in management, finance, accounting, international business, and more. The first database you should try.

[*ABI/Inform*](#) is a collection of high quality business journals, trade magazines, national and regional news, and company profiles and is excellent for scholarly research.

[*Wall Street Journal*](#) contains full text articles from the newspaper, dating back to 1984. *WSJ* offers in-depth coverage of national and international finance as well as thought-provoking articles on other topics. [*Wall Street Journal Historical*](#) covers 1889 to 1991.

Finding company information

[*Hoover's*](#) provides in-depth, frequently updated company profiles and financial data, with industry analysis, and more.

[*MarketLine Business Information Center*](#) includes Datamonitor's data, analysis, and trend prediction for over 50,000 companies, over 200 industries, and over 100 countries.

[*Mergent Online*](#) contains up to 15 years of financial information on more than 10,000 U.S. based public companies. Allows building of customized reports on companies within an industry that meet certain requirements such as annual revenues, total assets, and more.

[*Reference USA Business Database*](#) includes basic information about 14 million American businesses, including contact information, company officers, size of the business, type of business, credit rating, and more. The Customer Search allows you to find all of the businesses in a zip code or city, or all of the nearby businesses of a certain type or size.

Finding industry information

[*First Research*](#) provides current, in depth industry profiles, financial data, and forecasts, plus economic data and forecasts by state.

[*MarketLine Business Information Center*](#) includes Datamonitor data, analysis, and trend prediction for over 10,000 companies, 2,000 industries, and 50 countries.

[*Business Insights*](#) provides a collection of book-length industry reports on sectors of technology, consumer goods, healthcare, finance, and energy. Reports provide a clear picture of the size and growth of markets, the competitive arena, trends and issues affecting the marketplace, and future forecasts.

Finding international business information

[CountryWatch](#) provides country-specific geopolitical intelligence on each of the countries of the world. Economic, investment, social, and environmental overviews provide needed information for doing business with each country.

Country Reports on Human Rights Practices (<http://www.state.gov/g/drl/rls/hrrpt/>) These annual U.S. State Department reports include information on labor and social conditions – treatment of women and children, working conditions, discrimination against minorities, and more.

Doing Business : Benchmarking Business Regulations (<http://www.doingbusiness.org/>) Provides detailed objective measures of government regulation in countries worldwide.

[CIA World Factbook](#) Provides information about the geography, people, government, economy, and military of each nation.

[MarketLine Business Information Center](#) includes Datamonitor data, analysis, and trend prediction for over 10,000 companies, 2,000 industries, and 50 countries.

[World Development Indicators](#) is the World Bank's comprehensive database on development data, covering more than 600 indicators, 208 economies, and 18 regional and income groups.

Finding books, e-books, and multimedia

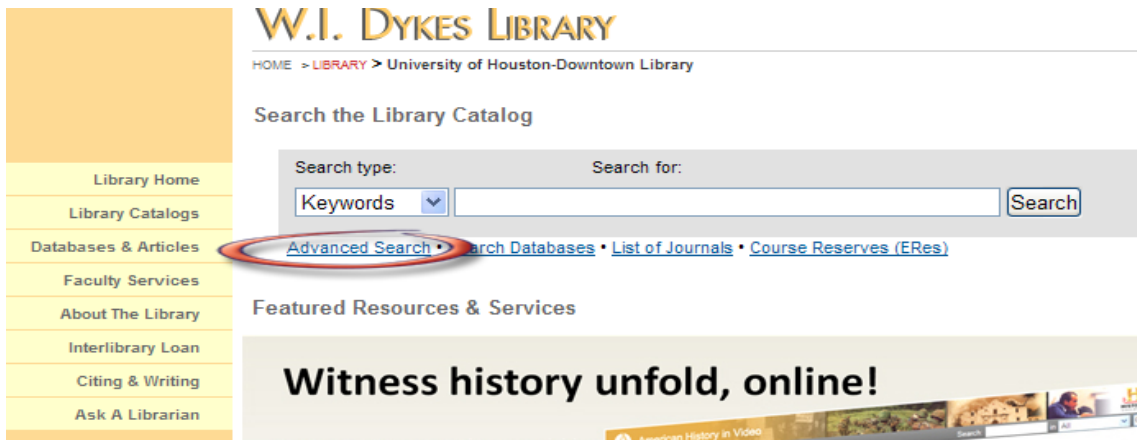
The UHD Library makes over **120,000 e-books** available, through databases such as [Safari Books Online](#) and [ebrary](#). (See <http://www.uhd.edu/library/databases/ebooks.html> for more e-book databases.)

Use the Library Catalog on the Web by going to <http://www.uhd.edu/library> to find materials owned, or subscribed to, by the library.

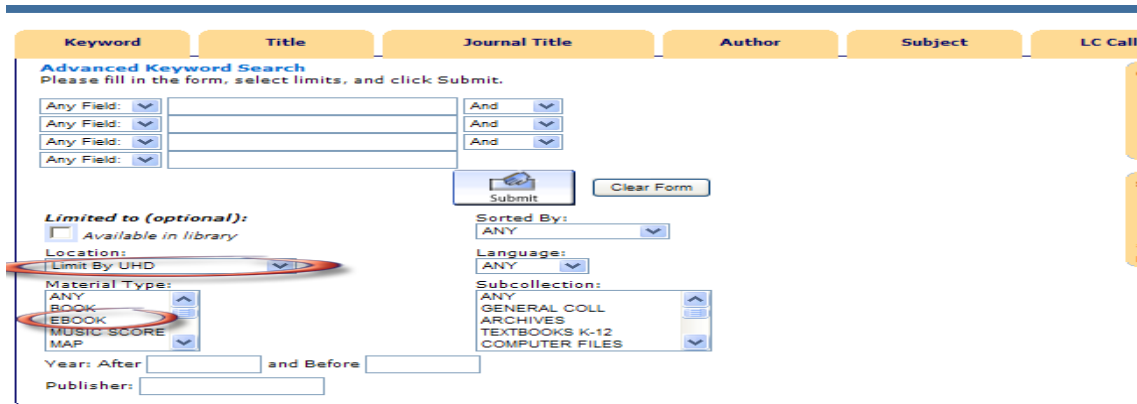
The screenshot shows the W.I. Dykes Library website for the University of Houston-Downtown. The page features a navigation menu on the left with links to Library Home, Library Catalogs, Databases & Articles, Faculty Services, About The Library, Interlibrary Loan, Citing & Writing, and Ask A Librarian. The main content area is titled "Search the Library Catalog" and includes a search type dropdown menu (set to "Keywords") and a search input field. Below the search field are links for "Search Databases", "List of Journals", and "Course Reserves (ERes)". A banner for "ARTstor" is visible at the bottom, advertising over one million images in the arts, architecture, humanities, and social sciences.

- Use keyword searching if you're looking for e-books, books, or videos on a topic.
- Use title searching if you know the exact title of the book you need.
- Use journal title searching if you need to find a magazine or journal in the library.

To search for e-books or to limit your search to only items owned by UHD click on “Advanced Search”



From this page it is possible to limit your search by “location” and “material type”.



If a book you want is checked out or only available at another UHS campus, you may click on the “Request” button in the Library Catalog and ask the Library to obtain it for you.

