

Business Cornerstone: Tools for Business Research

University of Houston-Downtown Library

Business Cornerstone Library Guide: <http://library.uhd.edu/businesscornerstone>

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: Search the Library Catalog

1. Start with the library's home page at <http://www.uhd.edu/library/>.
2. In the search box, choose the tab labeled **Catalog**.
3. This takes you to a screen where you can do a **keyword search**. This will search for materials that have your search words anywhere in the description of the item, in the title, author, or subject of the book. .
4. After searching, a list of items should appear on the screen. If you see a title that looks like it might be useful, check if it says DOWNTOWN in the box under LOCATION and IN LIBRARY under status. If it says DOWNTOWN GENERAL COLL, write down the call number from the next column then, you can look for the call number in the South Tower of the 5th floor of the library.
5. The catalog searches the UHD library as well as those from the U of H central campus and U of H Clear Lake. To only see materials from the UHD library choose **Limit by UHD** in the **Location** box. Or, to have a book delivered here from one of the other libraries, click on the title, then the box labeled "request" in the upper left corner of the screen.
6. If the book does not have a call number, and has an icon of a computer next to it, labeled **e-book** or **e-resource**, this is an electronic book that you can read on your computer. Click on the title, then on the link that says something like **UHD Users: Click Here for Access**. You can do this from any internet accessible computer, 24 hours a day!

LibSearch

LibSearch is a new service provided by the library that searches most of our books and article databases at the same time. To use LibSearch, type your search terms into the search box that first appears in the center of the screen when you go to the library's web page.

You will be able to choose ways to narrow your search from the options on the left side of the screen showing your results.

When you see an item marked **full text** or **e-book** you will be able to read it online by clicking on the title of the item, then following a series of links to the full text of the article or book.

**Do you have more questions? Would you like research assistance?
Click on Ask a Librarian!**