Library Databases & Subject Guides

ABI/Inform Global
Provides citations to articles (some full text and Adobe Acrobat PDF) on business, international business, marketing, management, finance and related areas. 1970 to present | some full text

Business Source Complete
Full text from nearly 930 journals covering business, management, economics, banking, finance, accounting, etc. check out the Datamonitor Industry Reports.

Lexis-Nexis Academic
Comprehensive source that provides access to news, business, and legal information. Good source for locating information about privately held companies. Access Hoover reports through Lexis-Nexis.

Mergent Online
Text and financial data on U.S. and international publicly-held companies, also country profiles; search by company name or ticker symbol. Use Mergent Online, to find a company profile including financials, news, employment and competitors. Mergent Online provides links country profiles.

Reuters Business Insight
Searchable fulltext of strategic market analysis reports. Dates vary

MRI+
MRI+ (MRI plus) provides access to the online version of the Mediamark Reporter. First time users will need to create an account while on campus using your Loyola email and a password. Please note, to successfully use MediaMark, you’ll need to use Internet Explorer as your internet browser. View this document to learn how to read a MediaMark report: http://library.loyno.edu/assets/handouts/course/mri.pdf.

STAT-USA
Economic, business, and international trade information produced by the U.S. Government.
Use the online catalog to find books (both print and ebooks).

Use government websites to find statistics and valuable information on income, housing, population, and retail trade.
U.S. Census
http://www.census.gov

Greater New Orleans Community Data Center
http://www.gnocdc.org

U.S. Bureau of Labor
http://www.bls.gov

Key Reference Books in Print

Lifestyle Market Analyst
HF5415.33 .U6 L54 REF (in print, on reserve under Dr. Pearson)

Demographic, geographic, and lifestyle information arranged by Designated Market Area (DMA), lifestyle, and consumer segment.

“Section 1 provides market profiles, giving demographic statistics (age, income, education, etc.) and "data on lifestyles what port of market households have people who participate in each of the 56 activities i.e., photography, reading, specific sports, etc."

Section 2 is arranged by the 56 lifestyle interests, and Section 3 "analyzes each of the demographic characteristics cited in section 1, and coordinates them with what lifestyle interests the segment prefers."

Market Share Reporter
HF 5415.2 .M37 REF (reference collection, first floor of the library)

Standard & Poor’s Industry Surveys
HC 106.6 .S785 REF (reference collection, first floor of the library)

Cite your sources

This is an excellent handout from University of Washington, Bothell and Cascadia Community College Campus Library on how to cite online business databases:
http://www.bothell.washington.edu/library/guides/BusWeb/BusWebCiteOnlineAPA.htm

Writing Across the Curriculum: Online Writing Lab (OWL) Loyola University New Orleans
Writing Across the Curriculum is located on the first floor of Bobet Hall. Tutors are also available to help you during the week (fall & spring) in the Monroe Library.  http://www.loyno.edu/wac/owl/

Purdue University Online Writing Lab serves writers from around the world and the Purdue University Writing Lab helps writers on Purdue's campus. http://owl.english.purdue.edu/

If you have questions about library research, 
Ask A Librarian

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