

LIBRARY GUIDEPPOST

BUSINESS

Business involves a wide variety of interrelated activities including management, production and organization, integration of technological change, finance and accounting, human resources management and industrial relations. This Guidepost provides suggestions for researching business topics in Kwantlen University College Libraries.

Our **RESOURCES BY SUBJECT GUIDE FOR BUSINESS** lists selected **web sites** evaluated by librarians as well as print sources. To access this guide for Business, go to our Library Web site at www.kwantlen.ca/library , click on **Resources By Subject** and then click on Business.

Click on Kwantlen's **LIBRARY CATALOGUE** at your campus Library to find information about books, magazines and audiovisual materials, such as videos/DVD's, that are available at any of the campus Libraries of Kwantlen University College.

Our Library Catalogue also includes a collection of business-related electronic books (**eBooks**) via netLibrary. The eBooks cover topics such as business management, finance, advertising, marketing, and globalization. They can be read online from any computer with an internet connection. Access is restricted to Kwantlen students, employees and library users. To find out more, go to the Library Web site and click on Help with Research. Under the heading: Using our Online Catalogue, click on Accessing e-Books from netLibrary.

The Library uses **SUBJECT HEADINGS** to organize information by subject in the library catalogue. Use the concise Library of Congress subject headings assigned by the Library to locate materials on a subject as specifically as possible. Some useful subject headings for business topics are listed below.

ACCOUNTING	EMPLOYEE MOTIVATION
ADVERTISING	INVESTMENTS FOREIGN
CANADA ECONOMIC CONDITIONS	MACROECONOMICS
CONSUMERS	MICROECONOMICS
DECISION MAKING	RETAIL TRADE
ELECTRONIC COMMERCE	SMALL BUSINESS

The Library uses **CALL NUMBERS** to arrange books and videos/DVD's by subject on Library shelves. Some useful call number ranges to browse include:

BF 481	PSYCHOLOGY OF WORK
HD 31-37	MANAGEMENT
HD 58.7	ORGANIZATIONAL BEHAVIOR
HD 6961	INDUSTRIAL RELATIONS
HF 5415-5429.6	MARKETING & RETAIL TRADE
HF 5601-5689	ACCOUNTING
HF 5801-6191	ADVERTISING

AUDIOVISUAL materials are listed in the Library catalogue. To find videos or DVD's on Business, click on the **video & DVD search** button on the search screen, then type your keyword(s) in the search box and click on search.

STATISTICAL INFORMATION on the economic and social activities of Canadians is collected and published by Statistics Canada. Statistics Canada publications are available at your campus Library in print and electronic format. Information about our holdings of Statistics Canada publications can be found in the Library Catalogue. If the publication is available on the internet, you will see a link to it on the catalogue record in the Library Catalogue.

Estat: Produced by Statistics Canada, this interactive learning tool provides socio-economic information along with current and historical census data. If you are attempting to use this database from home, please contact a [Library information desk](#) for the password.

The Library subscribes to many online **ARTICLE INDEXES** that list useful articles published in periodicals: popular magazines, scholarly journals, and newspapers. The indexes often include full text articles or links to full text articles. The Library also subscribes to **RESEARCH DATABASES** which provide valuable information for researching companies and other business topics. Click on **Article Indexes** on our Library Web site to access some of the key indexes and research databases for Business listed below. These web resources are also available to Kwantlen students and employees from off campus through our Library Web site at www.kwantlen.ca/library.

BUSINESS SOURCE PREMIER

CICA HANDBOOK. Canadian Accounting and Auditing Standards

ACADEMIC SEARCH PREMIER

CANADIAN BUSINESS AND CURRENT AFFAIRS (CBCA BUSINESS)

CANADIAN NEWSSTAND

CANADIAN PERIODICAL INDEX – CPI.Q

HOOVER'S COMPANY RECORDS

JSTOR: This is an archival index that includes back issues of important usiness journals.

Use it to find the full text of articles that were published over 5 years ago

In addition to the journals available through the indexes above, your campus Library subscribes to many print and online Business journals. **In some cases, a campus library might only hold back issues of a title, not current copies.** For information about years held at each campus library, click on Journal Titles on our Library web site and search your title. You will find information about our holdings and if the title is available online, you will see a link. The online journals are restricted to Kwantlen students and employees. Selected titles are listed below:

ADBUSTERS (ALSO AVAILABLE ONLINE)	R
ADVERTISING AGE (ALSO AVAILABLE ONLINE)	S
AMERICAN ECONOMIC REVIEW (ALSO AVAILABLE ONLINE)	R
B TO B: ADVERTISING AGE'S B TO B (ALSO AVAILABLE ONLINE)	R
BACKBONE: THE STRENGTH OF EBUSINESS	L,R,S
BANK OF CANADA BANKING AND FINANCIAL STATISTICS	R
BANK OF CANADA REVIEW (ALSO AVAILABLE ONLINE)	R
BC BUSINESS (ALSO AVAILABLE ONLINE)	L,R,S

BOTTOM LINE	R
BUSINESS 2.0 (ALSO AVAILABLE ONLINE)	R
BUSINESS COMMUNICATION QUARTERLY (ALSO AVAILABLE ONLINE)	R
BUSINESS IN VANCOUVER (ALSO AVAILABLE ONLINE)	L,R
BUSINESS WEEK (ALSO AVAILABLE ONLINE)	L,R,S
CA MAGAZINE (ALSO AVAILABLE ONLINE)	L,R
CANADEXPORT (ALSO AVAILABLE ONLINE)	R
CANADIAN BUSINESS (ALSO AVAILABLE ONLINE)	L,R,S
CANADIAN ECONOMIC OBSERVER (ALSO AVAILABLE ONLINE)	L,R,S
CANADIAN JOURNAL OF ECONOMICS (ALSO AVAILABLE ONLINE)	S
CANADIAN MANAGER (ALSO AVAILABLE ONLINE)	L
CGA MAGAZINE	L,R
CMA MANAGEMENT (ALSO AVAILABLE ONLINE)	R
ECONOMIC ANALYSIS OF BRITISH COLUMBIA	S
ECONOMIC GEOGRAPHY (ALSO AVAILABLE ONLINE)	S
ECONOMIST (ALSO AVAILABLE ONLINE)	L,R,S
FAR EASTERN ECONOMIC REVIEW	R
FAST COMPANY (ALSO AVAILABLE ONLINE)	R
FORBES (ALSO AVAILABLE ONLINE)	R
FORTUNE (ALSO AVAILABLE ONLINE)	L,R,S
GLOBE & MAIL (ALSO AVAILABLE ONLINE)	L,R,S
HARVARD BUSINESS REVIEW (ALSO AVAILABLE ONLINE)	R
JOURNAL OF BUSINESS COMMUNICATION (ALSO AVAILABLE ONLINE)	R
JOURNAL OF ECONOMIC LITERATURE (ALSO AVAILABLE ONLINE)	R
JOURNAL OF ECONOMIC PERSPECTIVES (ALSO AVAILABLE ONLINE)	S
JOURNAL OF MARKETING (ALSO AVAILABLE ONLINE)	R
JOURNAL OF MARKETING RESEARCH (ALSO AVAILABLE ONLINE)	R
MANAGEMENT FOR STRATEGIC BUSINESS IDEAS (ALSO AVAILABLE ONLINE)	R
MARKETING (ALSO AVAILABLE ONLINE)	L,S
MARKETING NEWS (ALSO AVAILABLE ONLINE)	S
THE NATIONAL POST (ALSO AVAILABLE ONLINE)	L,R,S
NATIONAL POST BUSINESS	L,R,S
PSYCHOLOGY AND MARKETING	ONLINE ONLY
SMART BUSINESS FOR THE NEW ECONOMY	ONLINE ONLY
REPORT ON BUSINESS MAGAZINE (ALSO AVAILABLE ONLINE)	L,R,S
STRATEGY (ALSO AVAILABLE ONLINE)	R
VANCOUVER SUN (ALSO AVAILABLE ONLINE)	L,R,S

CORPORATE ANNUAL REPORTS are very useful for finding out about a particular publicly held company, its executives, products or services and financial position. These reports are arranged alphabetically by company name in pamphlet boxes and are shelved in the business section of the general collection at call number: **HG 4090 C67**

REFERENCE BOOKS include dictionaries, encyclopedias, handbooks, manuals and directories. They are useful for quick fact-finding and for gathering up to date information. These books remain in the Library at all times. Useful reference books for business include:

BLUE BOOK OF CANADIAN BUSINESS REF HF 5356 M3	L,R,S
BRITISH COLUMBIA BUSINESS TO BUSINESS SALES AND MARKETING DIRECTORY REF HD 2429 C3 B75	L,R,S
BRITISH COLUMBIA BUSINESS-TO-BUSINESS SALES & MARKETING DIRECTORY REF HD 2429 C3 B75	L,R,S
BRITISH COLUMBIA MANUFACTURERS' DIRECTORY REF T 12.5 C2 B7	L,R,S
CANADA YEARBOOK* REF HA 741 A21	L,R,S
CANADIAN KEY BUSINESS DIRECTORY REF HF3223 C24	L,R,S
CANADIAN TRADE INDEX REF HD 9734 C2 C3	L,R,S
CHINA BUSINESS GUIDE REF HF 3836.5 C45 2004	R,S
DICTIONARY OF E-BUSINESS: DEFINITIVE GUIDE TO TECHNOLOGY AND BUSINESS TERMS REF HF 5548.32 B67 2003	S
DICTIONARY OF BUSINESS TERMS REF HF 1001 F78 2000	L,R,S
EMBRACING E-BUSINESS: DOES SIZE MATTER? REF TK 5105.875 I57 C65 OR CLICK ON THE URL IN THE LIBRARY CATALOGUE	R
HANDBOOK OF RESEARCH ON INTERNATIONAL ENTREPRENEURSHIP REF HD 2755.5 H372 2004	S
FP MARKETS: CANADIAN DEMOGRAPHICS* REF HF 5349 C2 S922	L,R,S
FP SURVEY, INDUSTRIALS* REF HG 5151 F536	L,R,S
HIGHTECH: THE ULTIMATE GUIDE TO TECHNOLOGY IN BRITISH COLUMBIA REF HC 79 H53 H54	R,S
LOWER MAINLAND/SOUTHWEST BC INDUSTRIAL PROFILES* REF HD 5729 B74 L69 OR CLICK ON THE URL IN THE LIBRARY CATALOGUE	S
MARKET RESEARCH HANDBOOK* REF HC 111 A19 OR CLICK ON THE URL IN THE LIBRARY CATALOGUE	L,R,S

* these books are especially useful for finding **statistical information**

IF YOU NEED ASSISTANCE, PLEASE ASK A LIBRARIAN!