Starting point: the Crocker Business Library web site: www.marshall.usc.edu/library

Some key links on this page:

Research Guides (highly recommended!)
Detailed tips and suggestions on how to conduct research on key business topics
This guides explain which databases, books and journals to use for your research.

Electronic Resources:
Links to business databases in alphabetical order with brief descriptions. See next page.

eJournals:
Search here by title for specific online magazines, journals or newspapers.

HOMER:
The online catalog for the USC Library. Use for finding books and print journals in our libraries.

Connecting from off campus?
This guide explains how to access our resources when you are off campus or not directly connected using a campus computer. Applicable for on-campus WiFi access too.
The ELECTRONIC RESOURCES web page has links to the business databases:

**Electronic Resources (A-Z)**

You may be prompted for your USC UNIX username and password, particularly if you access these databases from off-campus or off network. This is the same as your USC WebMail or BlackBoard login. Please call (213) 740-5656 if you need assistance with your USC login.

- **Remote Access:**
  - If you click on a link for a database from off-campus or via WiFi, you will be prompted to log in to the Remote Access Portal using your **USC** or **BlackBoard** login.

### Business Resources

<table>
<thead>
<tr>
<th>Database Name</th>
<th>Additional Information</th>
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</thead>
<tbody>
<tr>
<td>ABI/Inform through Proquest</td>
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<tr>
<td>Articles from business journals, magazines and newspapers.</td>
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<tr>
<td>Bloomberg</td>
<td>i M</td>
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<tr>
<td>Specialized workstation. See library staff for access.</td>
<td></td>
</tr>
<tr>
<td>Boardview (Available through Marshall network)</td>
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<tr>
<td>Economic statistics and other indicators. Go to: Start menu --&gt; All Programs --&gt; Library Resources</td>
<td></td>
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<tr>
<td>Business and Company Resource Center</td>
<td>i</td>
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<tr>
<td>Company and industry profiles, rankings, market research, and articles.</td>
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</tbody>
</table>

**REMOTE ACCESS:** If you click on a link for a database from off-campus or via WiFi, you will be prompted to log in to the Remote Access Portal using your **USC** or **BlackBoard** login.
You can also log into the Remote Access Portal prior to beginning your research by going to this website: https://libproxy.usc.edu

After you log in, select the link for “Crocker Business Library Electronic Resources.”

**ALTERNATIVE DATABASE ACCESS METHOD FOR MARSHALL STUDENTS:**

A Library “portlet” on your MyMarshall page offers direct access to certain key databases.

Your portlet may appear in the left, center or right column of your MyMarshall page, depending on how you have arranged your MyMarshall home page.

Due to system limitations, not every database is accessible here. Please refer to the Library web site and the A-Z list of Electronic Resource for links to all business databases.

A direct link to the full text of the daily Wall Street Journal can be found on this dropdown list. The “Academic” tab at the top of your MyMarshall page has a link for the “Marshall Library” which will take you to the Library home page.
OneSource

Every MBA student has their own username and password for OneSource, a database of company and industry information available through a public web site. Our license to OneSource covers primarily the US, Canada and Mexico, but you will find some information on other international companies and markets as well.

Follow these steps to use OneSource:

(1) Go to [www.onesource.com](http://www.onesource.com)

(2) From the OneSource home page, click on the link for “Customers Login.” Your username and password are an abbreviated version of your name plus “_usc.” Enter the same text for both your username and password (you can change your password later).

(3) If you are not certain of your username or password, click on the link that says “Retrieve Forgotten Password” and enter your Marshall email address in the box provided. You will receive a message on the screen which provides your username and password.

If you still can’t log in to OneSource, please contact Kim Esser at [kim.esser@marshall.usc.edu](mailto:kim.esser@marshall.usc.edu)
FREQUENTLY ASKED QUESTIONS

The database is asking me for a username and password and nothing I enter is working.

You are not properly authenticated as a USC user. Make sure you are entering through our A-Z list or select the database through your MyMarshall page. Only the OneSource database should ask you for a unique username and password. It is also possible that we have reached the maximum number of users allowed for a database. Contact us if you keep having problems.

Where can I find market research information?

Market research is a valuable commodity and many vendors don’t provide their best research to their academic clients. Try these databases:

- IBISWorld (search for detailed industry reports on US markets).
- Global Market Information Database (browse reports or search by keywords)
- Business and Company Resource Center (select one company in your target industry and then look under the tabs for Rankings and Industry Overview)
- OneSource (look under Industries or search News & Reports)
- Standard & Poor’s NetAdvantage (Industry Surveys include market information)
- Hoovers (select one company and see links for Competitors and Competitive Landscape)
- MarketResearch.com Academic (reports from several publishers on a variety of topics)
- TableBase (a source of charts and tables)

It is often useful to get demographic information to determine the size of a potential market and we have a research guide devoted to Demographic information.

Where can I find information on technology issues?

Try the Forrester and Gartner databases. Unfortunately, Gartner does not provide full access to all of their reports; use the “Advanced Search” feature to access the full text of research that we own. You will also find some international technology market research in MarketResearch.com.

Where can I find stock analyst reports?

We recommend the Investext database. It has the most current reports from the most sources. OneSource and the Business & Company Resource Center also have some analyst reports.

Do we have online access to the Harvard Business Review?

Unfortunately, we do not have online access to HBR except for the years 1997 to 2000. We do maintain the print version in the Crocker Library. Ask us if you need a specific article.

I’m interested in some of the non-business aspects of my topic. Where should I go?

The general USC Libraries web site has information on a wide range of subjects with hundreds of additional databases and other resources: [www.usc.edu/libraries]

This is great stuff! Do alumni have access to these resources?

The USC Alumni Association offers access to part of the ProQuest article database. Your access to the other databases will end shortly after graduation. We do offer some assistance to alumni who visit the Crocker Library in Hoffman Hall in person.
WHICH BUSINESS DATABASE TO USE TO FIND….  

ARTICLES from newspapers, magazines, scholarly journals or trade publications:

ABI/Inform by ProQuest (click "Databases Selected" to expand search options)
General Business File ASAP                  EconLit
Wilson OmniFile                                JSTOR (archival collection)
LexisNexis Academic                           Business & Company Resource Center
Factiva                                         Google Scholar ("Find it @ USC")

+ Use the link for "eJournals” to locate the online full text of any journal, magazines or newspaper.

COMPANY or INDUSTRY RESEARCH including overviews, financials, analyst reports:

Hoovers                                     D&B Million Dollar Database
Business & Company Resource Center            ISI Emerging Markets
LexisNexis Academic ("Business" tab)         Forrester
Standard & Poor's NetAdvantage               Gartner
Mergent                                      SBRNet
Investext (analyst reports)                  ValueLine

MARKET RESEARCH including market size, market share:

IBISWorld                                    OneSource
Business & Company Resource Center            STAT-USA/GLOBUS
Global Market Information Database            TableBase
MarketResearch.com Academic

COUNTRY INFORMATION

Economist Intelligence Unit (EIU)             World Development Indicators
Global Market Information Database            STAT-USA/GLOBUS
ISI Emerging Markets                          USA Trade Online

QUANTITATIVE RESEARCH including historical stock prices, IPO's, M&A, F/X, etc.

Global Financial Data                        SDC (M&A, Venture Capital)
Bloomberg (special terminal)                  Datastream
Wharton Research Data Services

Please contact one of us at the Crocker Library if you have questions or need assistance:

John Juricek, Head/Librarian  juricek@marshall.usc.edu  (213) 740-7621
Eduardo Tinoco, Librarian          etinoco@marshall.usc.edu  (213) 740-9167
Kim Esser, Business Info. Specialist kim.esser@marshall.usc.edu  (213) 740-6255
Crocker Library Front Desk          library@marshall.usc.edu  (213) 740-8520