



Finding Information on **Business Administration** Including Accounting

If you need assistance at any point in your research, please contact the Reference Librarian at nhtireference@ccsnh.edu or by phone at 603-271-7186.

To find books, CDs, and DVDs in the library

The **Library Catalog** can be accessed via the library's homepage: www.nhti.edu/library

> **Click on the On-Line Catalog button**

(The catalog can also be accessed directly at: www.library.ccsnh.edu)

Search tips: Search for books in the library catalog (see also General Research Guide). Start with a keyword or subject search. Select Concord as your location. When you find an interesting book, look at the subject headings in the record.

By selecting any one of those links, you can refine your search to include all books with that particular subject heading. Be sure to write down shelf location and call number to locate the book.

Library	Shelf Location	Call Number	Item Status
Concord	General Collection	HF5549.5 .R44 M45 2010	Available

Keywords: advertising, customers, finance, marketing, management, macroeconomics, a specific industry, e.g. computers

Browsing: You can also browse the shelves at the library. The books in the library are organized by the Library of Congress Classification system, which uses letters and numbers as a code for a subject. This code is referred to as the call number. The following LC classes will be helpful:

HF – for Commerce, HG – for Finance

Select NEW BOOKS available in our collection:

- 24-Hour Customer* by Ott HF5415.5 .A16 2010
- The 2020 Workplace* by Meister and Willyerd HF5549.5.R44 M45 2010
- Common Sense Economics* by Gwartney et al. HB95 .G9 2010
- Digital Advertising* by McStay HF5826.4 .T96 2010
- Enough: True Measures of Money, Business, and Life* by Bogle HG173 .B595 2009
- Greening Your Small Business* by Kaplan HD2341 .K286 2009
- Small Business Start-Up Kit* by Pakroo KF1659 .P35 2010
- Wikibrands* by Moffitt and Dover HD69.B7 M653 2011

Select REFERENCE BOOKS available in our collection:

- Book of Lists: The Most Comprehensive Single Source of Business Information in New Hampshire* REF HD9750 .N420 2011
- Business Plans Handbook* REF HD62.7 .B865 2001
- Directory of Business Information Resources* REF HF54.52.U5 D567 2005
- Encyclopedia of Business and Finance* REF HF1001 .E466 2007
- Encyclopedia of Small Business* REF HD62.7 .H553 2007
- Hoover's Handbook of World Business* REF HG4009 .H66 2006

Select DVDs and CDs available in our collection:

Brand Marketing: Why We Eat, Drink and Wear Brand Names DVD HF5415.32 .B73 2005
Card Game DVD HG3755.8.U6 C37 2009
The Corporation DVD HD2731 .C68 2004
The Cutthroat World of Business Law DVD KF890 .C888 1997
Developing a Business Plan DVD HD62.7 .D474 D474 2004
International Marketing: Competing in a Global Marketplace DVD HF1416 .I58 2009
The Persuaders DVD HF5813.U6 P48 2004
Segmenting, Targeting, and Positioning DVD HF5415 .S367 2002

Reserved Books

Go to the circulation desk to sign out books and other materials assigned by your class instructor. These resources are for use in the library only. Reserved books are identified in the library catalog as RESERVE COLLECTION – Please see Circulation.

Sample titles:

- *BU 170: Introduction to Marketing – Pearson Custom Business Resources*, 2009
- *Supervisor’s Survival Kit*, 2006

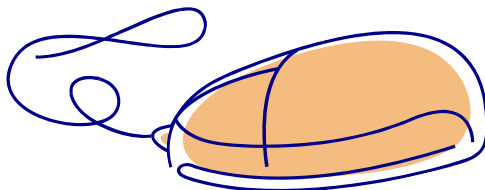
Magazines and Journals

The following print magazines and journals are available in the library but cannot be checked out. Articles may be scanned at the BookScan Station and emailed or saved to a USB drive. A coin operated photocopier is also available. A list of all the magazines is can be accessed from the library’s homepage. Select Union List of Periodicals.

- *Bloomberg Businessweek*
- *Business NH*
- *Economist*
- *Fortune*
- *INC*
- *Meetings and Conventions*
- *Money*
- *New Hampshire Business Review* (Shelved with newspapers)
- *New Hampshire Magazine*
- *University Business*
- *Wall Street Journal* (at Circulation Desk)

Electronic Resources

Off-campus access to electronic resources is restricted to members of the NHTI community. Use these instructions to access electronic resources off-campus.



Logging in to Electronic Resources Off-Campus:

Students:

If your email address is **jdoe123@students.ccsnh.edu** then your username is **jdoe123**

Faculty and Staff:

If your email address is **jdoe@ccsnh.edu** then your username is **jdoe**

In both cases your password is your email password.

eReference

Credo Reference is a multidisciplinary reference collection including directories, encyclopedias, fact or reference books and full-text books.

Sample titles:

- *Business: The Ultimate Resource*, 2009
- *Collins Dictionary of Economics*, 2005
- *Dictionary of Business*, 2006
- *A Financial History of Modern U.S. Corporate Scandals from Enron to Reform*, 2006
- *QFinance: The Ultimate Resource*, 2009
- *The Ultimate Business Library*, 2003
- *Wall Street Words*, 2003

Gale Virtual Reference is a multidisciplinary database of directories, encyclopedias, fact or reference books; full-text periodicals/journals; full text newspaper and other news sources; full-text ebooks and historical collections in digital format. (Password- conc90075)

Sample titles:

- *Encyclopedia of Business and Finance*, 2006
- *Encyclopedia of Major Marketing Campaigns*, 2007
- *Encyclopedia of Small Business*, 2007

eBooks

eBooks on EBSCOhost® is an online collection of ebooks. Search by topic or title and view the full text of digital books. Create notes, download to portable devices, save, cite and email options available.

Sample titles:

- *Cloud Computing for Dummies* by Hurwitz, 2010
- *Dictionary of Accounting Terms* by Siegel and Shim, 2000
- *Times Ready Made Job Search Letters: Winning Letters and E-mails to Help You Get Your Dream Job* by Williams, 2009
- *The Vault Guide to Starting Your Own Business* by Aspatore, 2002
- *The Welch Way: 24 Lessons From the World's Greatest CEO* by Krames, 2002

EBRARY is an online e-book database listed on the Library's Database Page. The **Ebrary** collection contains thousands of books that can be accessed off campus 24/7.

Sample titles:

- *Accounting Savvy for Business Owners: A Guide to the Bare Essentials* by Goodman, 2010
- *Experience Effect: Engage Your Customers with a Consistent and Memorable Brand Experience* by Joseph, 2010
- *Guerilla Marketing for Dummies* by Margolis and Garrigan, 2008
- *Managing Risk and Creating Value with Microfinance* by Goldberg and Palladini, 2010
- *Perspectives on Managing Employees* by Fina, 2009
- *Principles of Management* by Ramasamy, 2010
- *Strategic Business Forecasting: A Structured Approach to Shaping the Future of Your Business* by Ramo and Sugar, 2009

Article Databases

The NHTI Library subscribes to comprehensive article databases: **EBSCOHost**, **JSTOR** and **ProQuest**. All are accessible via the library homepage. The lists below are just a selection of the many titles available in these Databases. If you are looking for a particular title check the publications list in each database. **All databases may be searched by topic keywords.**

EBSCOHost Provides online access to articles, e-books, and reference books. Create your personal MyEBSCOhost account to save and organize your research with folders, save preferences, save and retrieve search history.

Sample titles:

- *Academy of Management Journal*
- *Academy of Management Review*
- *CPA Journal*
- *Information Systems Research*
- *JMR: Journal of Marketing Research*
- *Journal of Consumer Research*
- *Journal of Marketing*
- *MIS Quarterly*
- *Women in Business*

JSTOR Contains more than a thousand academic journals and over 1 million images, letters, and other primary sources. Main focus is arts and humanities. Register a MyJSTOR account in order to save, email and export citations.

Sample titles:

- *Administrative Science Quarterly*
- *Journal of Accounting Research*
- *Journal of Business & Economic Statistics*
- *Journal of Finance*
- *The Review of Financial Studies*
- *Strategic Management Journal*

PROQUEST Access journal, magazine, and newspaper articles. Also contains e-books. Primary subject focus is news, science, and business. The My Research feature lets you save documents you find useful and view details from your searches during your ProQuest session. You can then print a bibliography and email or export several documents at once.

Sample titles:

- *The Accounting Review*
- *Journal of Business*
- *Journal of International Business Studies*
- *Management Science*
- *Marketing Science*
- *Operations Research*
- *Organization Science*
- *Production and Operations Management*

eResource

Datamonitor360 provides original industry, company, market analysis, and country reports and data based on published research and primary and secondary data sources. This growing collection currently includes:

- 6,000 industry profiles
- 650 full-text strategic management and market analysis reports on selected industry sectors
- Market data on 150 consumer products in 55 countries
- 31,000 company profiles
- 2,500 company SWOT analyses
- Summaries of 180,000 M&A and financial deals
- 100 country profiles
- Economic and demographic indicators for over 200 countries

Internet Resources

Accounting Coach www.accountingcoach.com

Free quizzes, download-ready study guides, question and answer area, and accounting dictionary. Developed by a University of Wisconsin-Whitewater professor who is Certified Public Accountant.

Bplans.com www.bplans.com

This website includes a searchable database of over 500 sample business plans. More than 100 plans are free; others require payment.

Center for Business Planning www.businessplans.org

The Center for Business Planning provides information on every area of starting a business including: venture capital, new products, market analysis, competitive analysis, production management, tax problems, legal issues, financial statements and business plans.

Free Management Library www.managementhelp.org

Over 260 subject categories of practical information selected to be useful to new and well-established businesses and nonprofit organizations.

Managerwise www.managerwise.com

This site offers resources related to the theory and practice of business management and provides links to business schools worldwide.

Small Business Trends www.smallbiztrends.com

Online publication with press releases, articles, blogs and commentaries for owners of small businesses.

Tax and Accounting Directory www.taxsites.com

Includes links to resources about state, federal, and international taxes along with general information about the field of accounting.

United States Small Business Administration www.sbaonline.sba.gov

Offers templates for business plans, financing through SBA loans and other information of interest to small businesses.

Associations

- Business and Industry Association of New Hampshire www.nhbia.org/
- New Hampshire Society of Accountants www.nhsacct.org

Online Career Resources

Career Library features Industry Career Guides, Career Profiles, Job Application and Interview Advice. Career Library can be accessed through the Databases page.

Learning Express Access is through the NHTI Library Databases page. Online tutorials in all NHTI skill-areas. Includes assessment, skill building, and test preparation. Learning Express provides professional hand scoring of writing and provides targeted direction for further study. Offers test preparation for GED, AP, SAT, ACT, GRE, GMAT, MCAT, TOEFL, ASVAB, civil service, and a full range of professional licensing exams. Available 24/7 from anywhere. Free registration required for access.