Kate Ross, Your Librarian

CONTACT ME

Lavery Library
www.sjfc.edu/library
kross@sjfc.edu
Twitter & AIM: librarianross

Start here with any research or information need:
http://libguides.sjfc.edu/business

School of Business Resources Subject Guides
http://libguides.sjfc.edu/business
Useful as a one-stop guide to the best databases to search, as well as steps to find specific kinds of information. The tabs contained within the Guide are designed to help faculty and students find exactly the kind of information that they need.

http://libguides.sjfc.edu/careers
Learn about library resources available to help discover career options and research companies employment.

Featured Resource

SoB Resources Subject Guide
Library Resource Use: A Case Study
Tips for finding information on Hershey, Inc.

Use Lavery resources to uncover competitive landscape, company overview, market share information beyond what’s freely available online.
Visit the School of Business Research Guide: http://libguides.sjfc.edu/business

- Use Mintel Reports to find an Analyst report on the Chocolate Confectionary market from April 2013. Learn more about the Brand Share for bag/bar/box chocolate and strategies to address chocolate’s negative stigma.
- Use Business Insights: Global to access a Company Profile, including Related Content such as Brands, Financials, Investment Reports, Market Share Reports, Rankings, Recent News, and SWOT Reports.
- Search Value Line Investment Survey to read reports, market and product news, and historical stock performance.
- Use Standard & Poor’s NetAdvantage to gain valuable industry financial and competitor analysis.

New Resources

Mergent BondViewer
Bond information; US taxable and municipal fixed income and evaluation data

Mergent FirstResearch
Industry reports, statistics and trends; sales prep sheets; state business profiles

Mergent Online Country Profile and D&B Country Risk Profiles

HBR Update:
Do you assign course readings from Harvard Business Review?
Lavery Library is closely monitoring a situation with the publisher that may impact your ability to use these articles in your syllabus
Please contact Kate Ross for more information.