

# NECB eLibrary Newsletter

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Industry Research

- ▶ Doing market research?
- ▶ Looking for a job?
- ▶ Writing a business plan?
- ▶ Need marketing ideas?
- ▶ Creating a prospect list?

Your library has access to  
**Plunkett Research Online**

*Plunkett Research Online upgrades services with 30% more content for NECB students.*

## Research Puzzler #1

**Where would you find this information?**

Given the title of a newspaper article, "End Near for Zazu's Clothing Store But Owner's Efforts Not Lost on Area," which was published in *The Boston Globe* on September 15, 1999, can you tell us the author of this article and in which database you would locate this information?

*Answer can be found on page 4.*

## Build Your Own Market and Industry Reports!

Looking for the latest in market and industry data? Look no further; the NECB eLibrary is a subscriber to Plunkett Research Online, an award-winning market research and industry information database.

This database will help you to understand how industries work today and where they will be tomorrow. This data is user-friendly: easy-to-access, easy-to-understand and easy-to-use.

The most important feature is the "Build-A-Report" tool, which has the ability to gather any specific information that

you choose, including the top companies in an industry, professional organizations and the latest trends, all into a customized PDF report.

Plunkett Research – one of the most popular databases at the NECB eLibrary, has recently undergone a redesign which added a 30 percent increase in content making this valuable resource even better!

This redesign also includes:

- New icons and easier-to-find tools, per feedback from users

- Ability to export industry statistics tables directly into MS Excel
- Customized PDFs from all industry trends, stats, and company profiles
- Data on hundreds of new companies and an expanded archives section
- New industry-specific videos from CEO Jack Plunkett

Come check out Plunkett Research Online and join the hundreds of students who use this database for their company and industry research.



## Research Puzzler #2

Where would you find this information?

You need to know the 2008 and 2007 estimated revenues for the Boston-based management consulting firm, Bain & Company.

What database at the NECB eLibrary would you use to find this data and what were the estimated revenues for these years?

*Answer can be found on page 4.*

## Is it Plagiarism?

*Beginning with this issue we will offer a series of occasional short articles that discuss plagiarism and issues dealing with documenting sources correctly.*

This month's topic: **"Common Knowledge"**

**Question:** Do the following statements need to be cited when writing a paper?

- Barack Obama was elected President of the United States in November 2009.
- The capital of Norway is Oslo.
- The United States declared war on Japan on December 8, 1941.

The answer is no. The reason is that this information is considered **"common knowledge,"** i.e. it is widely known by many people **and/or** these facts can be easily found in numerous sources (e.g. the Internet and reference books).

Sometimes it is a challenging to determine whether information can be considered common knowledge – even experts on plagiarism may disagree on whether a particular fact needs to be referenced. However, what usually distinguishes common knowledge is **quantity**, i.e. if the information is likely to be known by most of the readers of your paper or is listed in many sources then it does not need to be documented.

Examples of common knowledge include many current and historical events, biographical information on famous individuals, and geography. Bear in mind that common knowledge also depends on who you expect will read your paper. If you anticipate that your paper will only be read by CPAs then you may not need to document certain accounting concepts because the common knowledge shared by CPAs is different than if your paper was addressed to an audience lacking knowledge of advanced accounting.

Remember, if you aren't confident that the information you are using is common knowledge, then play it safe and cite the source.

## Meet the NECB VP of Academic Affairs



Dr. Carol L. Anderson  
Associate Professor  
Vice President of Academic Affairs  
New England College of Finance

Dr. Carol Anderson  
NECB VP of Academic Affairs

*Whether it is information about our academic policies or a suggestion on how we can improve our course offerings, Carol and her team are here to help you succeed. She can be reached at [carol.anderson@necb.edu](mailto:carol.anderson@necb.edu)*

My name is Dr. Carol Anderson and I am the Vice President for Academic Affairs at NECB. I also develop and teach online business courses. When I developed Strategic Planning and Decision Making recently, I opted to rely completely on the excellent and current resources in NECB's eLibrary in lieu of using a textbook. Today, business managers and executives need to know how to access current information to inform decisions. The answers

are rarely found in a book on the shelf. Over the course of eight weeks, students in Strategic Planning and Decision Making develop outstanding strategic plans by conducting all of their research using the NECB eLibrary. Students have easy access to trend analysis and organizational statistics that not only help them develop their course project, but provide them with research skills they can apply directly to the job. I find ProQuest is excellent for current and

relevant articles that we use in class as a basis for discussions.

One of the College's strategic initiatives is to develop new degree programs, such as our cutting edge Master's in Business Ethics and Compliance. I regularly use the Library to conduct trend analysis, gather statistics, and research various topics relating to new program development.

There isn't a week goes by that I'm not in NECB's eLibrary!

# Database of the Month!



NetAdvantage is a database produced by Standard & Poor's for students and faculty engaged in company, industry, or mutual fund research. It is a comprehensive source of business and investment information, offering online access to popular Standard & Poor's publications such as Industry Surveys (U.S.), Stock Reports, Corporation Records, The Register of Corporations, Directors and Executives, The Outlook, Bond Reports, and Mutual Fund Reports.

The Industry Surveys provide in-depth financial and business analysis of 55 major U.S. industries.

Each covers industry trends, forecasts, major players and market share data, key ratios, and statistics. These surveys, which are excellent for doing industry analysis, are published semi-annually and are archived as far back as ten years depending on the industry. NetAdvantage also provides access to over 150 additional Sub-Industry Surveys

Company profiles include a description of the company, stocks & bond issues, earnings estimates, dividend and split history, stock performance, and six years of share, income and balance sheet data. Users can view tables,

charts, and graphs of key industry conditions and statistics along with textual analysis and commentary.

NetAdvantage also provides news, commentary, and data especially written for investors that covers credit markets, economic conditions, stocks, industries, investment advice, and mutual funds. It includes expert advice from financial analysts, a current list of top-rated stocks, weekly updated buy and sell suggestions, and a stock screener to identify the right investments for your individual financial planning strategy.



- ### Products in NetAdvantage
- ❖ Stock Reports
  - ❖ Company Profiles
  - ❖ Bond Reports
  - ❖ Corporation Records
  - ❖ Mutual Fund Reports
  - ❖ Security Dealers of North America
  - ❖ Register of Corporations, Directors & Executives
  - ❖ Industry Surveys
  - ❖ The Outlook (Investment Advisory Newsletter)

## Standard & Poor's NetAdvantage Home Page Features

Link to [www.standardandpoors.com](http://www.standardandpoors.com)

Keyword Search Tool

Glossary and Help

Tabs linking to content main pages

Standard & Poor's regular features and commentary appear in the first two columns

Publication Search tools

Quick links to Industry Surveys, The Outlook and S&P Indexes

### eLibrary Webinars

Have questions?  
Want to learn more?

Watch your emails for an invitation to join one of these terrific webinars conducted by the NECB librarian, Jeff Cronin.

Library Research Webinars are held at the start of every term.

## New England College of Business

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CAMPUS FAX:  
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ENROLLMENT:  
(800) 997-1673

Research Puzzler #1  
Answer: The author is Janelle Lawrence and the database is *Massachusetts Newsstand*.

Research Puzzler #2  
Answer: *Plunkett Research*. Bain estimated revenues for 2007 and 2008 were: \$1.65 and \$1.8 billion, respectively.

The eLibrary Newsletter is produced monthly by:

Author: Jeff Cronin  
Publisher: Paula Bramante

We're on the Web!

See us at:

[www.necb.edu](http://www.necb.edu)

[www.youtube.com/necbonline](http://www.youtube.com/necbonline)

[www.facebook.com/NECBedu](http://www.facebook.com/NECBedu)

## Tips for Students

The NECB eLibrary contains invaluable resources that will assist you with your assignments. It will be well worth your time to explore its many offerings. To get you started this is how it is organized:

**Databases** – There are over 24! These databases are grouped under the headings of either “General Education Resources” or “Business Resources” so that you can more easily identify the databases that will best suit your needs. If you mouseover any one of these titles such as “Contemporary Literary Criticism” a popup will appear that concisely describes the type of content that can be found in these databases.

**Virtual Reference Shelf** – Are you looking for an online dictionary, almanac, thesaurus, or encyclopedia? This is the place to visit! Do you

need some statistics for your paper? Check out *Statistical Abstract of the United States* – the best one-stop source for data on a wide range of topics.

**APA and MLA Citation Guides** – These are excellent reference guides that provide clear and concise instructions on how to properly cite using MLA and APA citation styles. They are produced by EasyBib in PDF format. Please print them out – it will make the task of citing substantially easier.

**Subject Guides** – There are 22 guides created by the NECB librarian covering subjects taught at the college. Each subject guide contains a list of databases recommended for research in the subject as well as a selected list of web resources.

**Reference Assistance** – Located in the “Student Resources” section of the eLibrary website. As a

student at a Massachusetts college, you have access to the Boston Public Library’s reference assistance, 7 days a week, 24 hours a day, from experienced reference librarians who can help you with your research needs. Just go to the Student Resources section of the NECB eLibrary and click on “Chat with an Online Librarian.” If you’re still stuck with your research and you aren’t able to get the assistance you need from the Online Librarian service, reference assistance is available from the NECB Librarian, Jeff Cronin. He will attempt to respond to your questions as quickly as possible. To contact the NECB Librarian, send an email inquiry with your name, the name of your course, your instructor’s name, and your specific question to:

[librarian@necb.edu](mailto:librarian@necb.edu).

## About New England College of Business and Finance...

New England College of Business and Finance (NECB) is committed to providing students a high quality, well designed and supported learning environment.

Whether your goal is to learn more about the world of business or finance, or you want to pursue one of our Associate, Bachelor or Master degrees, you have come to the right place.

To learn more about the College and our unique online learning courses and degree programs, please visit our website at [www.necb.edu](http://www.necb.edu).