

## Highlights:

- NECB Librarian resources to help students effectively use the library databases
- Three new databases are added to the library
- Check out the Business & Company Resource Center

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## Ask A Librarian Express

Part of the Tutor.com Learning Suite

A new service brought to you by NECB !

- Staffed by certified librarians
- Available 24/7
- Reference support for our whole community

Whether you have questions day or night, an online librarian is available to assist you.

## NECB Adds a New Online Librarian Service !

Last month we reported that students have access to online librarian services through the Boston Public Library. Unfortunately that service was recently discontinued due to state budget cutbacks.

NECB understands that online students need access to services during the evenings and weekends. And, those services need to be provided in an online environment for anytime, anywhere access.

This month, we are proud to announce that NECB is

bringing online Librarian service directly to you from within our own NECB eLibrary!

Beginning February 1<sup>st</sup>, NECB students and faculty can access Librarians by clicking on the "Chat with an online librarian" link under the *Student Resources* section of the NECB eLibrary.

The Librarians will assist you in locating articles that are in our NECB eLibrary. The Librarians will help you to learn how to use our databases and

effectively locate the kinds of articles you need.

In addition to this online service, NECB also has its own librarian. Make sure to read the article on page 2 to learn more about NECB's own Librarian, Jeff Cronin.

Whether it is reference assistance or teaching a webinar for your class, Jeff and the NECB eLibrary are here to help you succeed. To request assistance, send an email to [Jeff.Cronin@necb.edu](mailto:Jeff.Cronin@necb.edu).



## The NECB eLibrary Adds Three New Databases!



*Dr. Maya Angelou  
Writer, Poet, Playwright*

Using the Biography Resource Center, you can search for people based on one or more personal facts such as birth and death year, nationality, ethnicity, occupation, or gender.

In February, the NECB eLibrary added three new databases. Please check them out!

### **Biography Resource Center: African Americans**

Biography Resource Center: African Americans offers narrative and thumbnail biographies about notable African Americans from the respected Gale sources available in the Biography Resource Center.

Enhancing the reference content are full-text periodical articles, websites, and recent update news briefs. Search on name, personal facts such as birth/death dates and place, occupation, and gender, or combine criteria to create a targeted custom search.

### **Massachusetts Newsstand**

Provides full-text access to the following thirteen Massachusetts newspapers:

Boston Globe (1980-current);

Boston Herald (1991-current);

Berkshire Eagle (2005-current);

Chicopee Business West (1992-current);

Fitchburg Sentinel & Enterprise (2005-current);

Lowell Sun (2004-current);

Quincy Patriot Ledger (1991-current);

North Adams Transcript (2005-current);

Springfield Republican (1988-current);

Worcester Telegram &

Gazette (1989-current);

Plymouth County Business Review (1991-current);

New Bedford Standard Times (1992-1997); and Haverhill Gazette (1992-1997).

### **Educator's Reference Complete**

This collection of more than 1,100 periodicals and 200 reports is a great resource for any educator - from the school teacher and administrator to those studying in the field at the collegiate and graduate level.

Content included in the database is almost entirely full-text and covers every educational specialty -- such as online education, technology, bilingual education, health education, testing, administration, funding and policy.

## Meet the NECB Librarian



*Jeff Cronin  
NECB Librarian*

Whether it is reference assistance or teaching a webinar for your class, Jeff and the NECB eLibrary are here to help you succeed. He can be reached at [Jeff.Cronin@necb.edu](mailto:Jeff.Cronin@necb.edu)

Jeff Cronin has served as Librarian at NECB since early 2009. In addition to his role as Librarian, he is also on the faculty and teaches both the Information Literacy and Research Methods courses.

Jeff has extensive experience in both academic and public libraries. He has been a research librarian at the Harvard Business School for over 18 years, assisting both students and faculty with their

research. Prior to Harvard, he served in the investment industry as a stockbroker at Moseley, Hallgarten, Estabrook, and Weeden, and as a securities trader at Fidelity Investments. He is an active member of the Special Libraries Association. He has published in *Library Journal* and *Magazines for Libraries* and is a regular contributor to the *Journal of Business and Finance Librarianship*. Jeff holds both an MBA from Babson

College and an MLS from Simmons College, Graduate School of Library & Information Science.

As Librarian, Jeff has a number of duties that include serving as Chair of the NECB Library Committee, providing reference assistance to both faculty and students, teaching webinars on library research, writing the monthly NECB eLibrary newsletter with Paula Bramante, and creating subject guides.

## Database of the Month!

### Business & Company Resource Center

Business & Company Resource Center is a comprehensive and user-friendly database that brings together a variety of sources when researching companies and industries.

This is an excellent one-stop source for students and faculty including millions of records covering:

- company profiles,
- industry rankings,
- corporate chronologies

- and company histories,
- information on corporate hierarchical structures,
- products and brands,
- investment reports,
- industry statistics,
- investment ratings,
- financial ratios, and
- industry news from 1980 to present.

At present, there are well over 100,000 U.S. and foreign public and

privately-held companies listed in this database.

The database now also includes S.W.O.T analysis reports in PDF format for hundreds of firms such as Wal-Mart, Coca-Cola, and Google.

These reports are supplied by Global Markets Direct, a leading provider of business intelligence and market analysis.



#### Company Search

Search for companies by company name, ticker symbol, industry code, etc.



#### Industry Search

Search for industries by SIC or NAICS code or by industry description.



## Sampling of Topics Covered in the Database of the Month

What kind of information can you find when researching a company?

As an example, a company search on Bank of America (BAC) will provide you with:

Hundreds of full-text investment analyst reports on BAC in PDF format from firms such as TheStreet.com and Zacks Investment Research.

Current and historical BAC annual and quarterly financial statements

(balance sheet, income statement, cash flow), exportable to Excel.

An excellent 20-page history on BAC from the *International Directory of Company Histories*. This 99-volume directory is a classic business reference source providing well-written and researched histories on over 8,500 public and privately-held companies. The entire contents of this directory are in Business &

Company Resource Center.

Thousands of full-text articles on BAC from publications such as: *Business Week*, *American Banker*, and *Financial Times*.

Hundreds of annual industry rankings that include BAC such as: Most Profitable U.S. Companies, Top Advertisers on the Internet, and Top Credit Card Issuers.

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### Library Research 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.*

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## New England College of Business and Finance

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We're on the Web!

See us at:  
[www.necb.edu](http://www.necb.edu)

## 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 online learning environment.

Whether your goal is to learn more about the world of business or finance, or you want to pursue an Associate’s, Bachelor’s or Master’s degree, 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) .