

**WELCOME  
TO NCSU  
LIBRARIES**

**DH HILL  
DESIGN  
NAT RES  
VET MED  
TEXTILES**

Access the library:  
[www.lib.ncsu.edu](http://www.lib.ncsu.edu)

## What every student needs to know about NCSU Libraries

*What the library has.*

*Search a topic.*

*About the library.*

*Formatting citations and bibliographies.*

The screenshot shows the NCSU Libraries homepage. At the top, there are tabs for 'All', 'Articles', 'Books & Media', and 'Website'. Below the tabs is a search bar with the placeholder text 'Search books, articles, journals & library website' and a 'Search' button. Underneath the search bar, there are links for 'More Research Tools: Databases | Journal Titles | Citation Builder'. Below that, there are three columns of links: 'Computing' (Technology Lending, Computer Availability, Create Digital Media), 'Studying' (Reserve a Room, GroupFinder, Learning Commons), and 'Courses' (Course Tools, Course Reserves, LOBO). Handwritten arrows point from the annotations to the search bar, the 'Citation Builder' link, and the 'Courses' section.

### Business Info Source Guides

<http://www.lib.ncsu.edu/business>

Guides on finding info on companies, industries, markets, etc. Includes overviews of major business databases, tutorials, and more.

### Search by Topic

[www.lib.ncsu.edu/articles](http://www.lib.ncsu.edu/articles)

Find articles, books, conference proceedings, theses and dissertations, newspapers, etc., on your topic.

### Specialized Databases

[www.lib.ncsu.edu/databases](http://www.lib.ncsu.edu/databases)

Browse recommended sources of information for your academic discipline or major subject areas.

### Access Full Text

[www.lib.ncsu.edu/journals](http://www.lib.ncsu.edu/journals)

Quickly check if the Libraries subscribes to a particular journal and the articles it contains.

### Citations and References

[www.lib.ncsu.edu/citationbuilder](http://www.lib.ncsu.edu/citationbuilder)

Use citation builder to format your bibliographies in APA, MLA, Chicago, and CSE.

### Browse the Library

[www.lib.ncsu.edu/catalog](http://www.lib.ncsu.edu/catalog)

Use the library catalog to find out what the library has, whether in electronic or print format.

### Request From Other Libraries

[www.lib.ncsu.edu/tripsaver](http://www.lib.ncsu.edu/tripsaver)

Use Tripsaver to request books or articles not available at NCSU Libraries. First-timers must register.



Hyun-Duck Chung,  
MIS, Librarian for  
Management &  
Entrepreneurship  
[hchung3@ncsu.edu](mailto:hchung3@ncsu.edu)

Workshops  
Presentations  
Consultations

Business research  
Patents searching  
E-learning

# SPECTRUM OF SECONDARY SOURCES

|               | The kind of information you need:                             | Examples of secondary sources to match your need:  | What you can expect to find:  |
|---------------|---|--|---|
| Broad<br>↑    | <b>Industry</b>   | Economic Census,<br><b>IBISWorld</b> ,<br>Business Source Premier,<br>S&P's NetAdvantage   | Reports that offer narrative overviews of various industries and key statistics. These are usually organized by industry code systems like NAICS, SIC, or broad categories (e.g. 33422 - Communication Equipment Manufacturing in the US).                            |
|               | <b>Company</b>  | <b>Business Source Premier</b> ,<br>Lexis Nexis Academic (Company Dossier),<br><b>Reference USA (U.S. Companies – includes local branches)</b>                       | Narrative profiles of specific companies (e.g. Palm, Inc., or Sprint-Nextel), and usually includes a business description, listing of major products or services, competitors, financials, etc. The profiles often link out to relevant news articles and vice-versa. |
|               | <b>Product category</b>                                       | <b>Business Source Premier</b> ,<br><b>Mintel</b>  | Reports and articles relating to categories of products that might discuss leading brands or trends (e.g. "smart phones" or "mobile devices").  |
| Specific<br>↓ | <b>Product or Service:</b><br>(brand, trademark, model, etc.) | News articles in<br><b>Business Source Premier</b> ,<br><b>Lexis Nexis Academic</b><br>Google News   | Product reviews in trade magazines and industry news sources. Though brief in content, they often lead to other sources and provide possible keywords for expanding your search.  |
|               | <b>Consumer</b>   | <b>Mintel</b> ,<br><b>PsychInfo</b> ,<br><b>PsychArticles</b> ,<br><b>Business Source Premier</b> ,<br>Film&Television Index,<br>Communications and Mass Media Index | Reports and research articles on related topics like consumer behavior (e.g. attitudes and motivations for purchasing particular products) and marketing strategies (e.g. strategies for marketing mobile devices to the youth market).                               |
|               | <b>Segments</b>   | <b>SimplyMap</b> ,<br>Mintel,<br>ESRI's Tapestry Segmentation,<br>Claritas' Prizm: My Best Segments  | Descriptions of consumer segments in terms of life-stage, lifestyle, income levels and geographic location. Some sources provide access to demographic, business and consumer data and the tools to map them or create custom reports.                                |
| Broad<br>↓    | <b>Population</b>   | <b>Population Census</b><br>(American Fact Finder),<br>Bureau of Labor Statistics  | Demographic and economic statistics and data for different levels of geographies (e.g. zip code, county, city, state, etc.)   |

\* Sources in **bold** indicate preferred starting places