

2019



LIBRARY HANDBOOK

AMERICAN COLLEGE OF DUBAI

2020

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Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

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I. LIBRARY MISSION

The mission of the library is to support the college's teaching and learning activities by providing access to a well-managed reference collection.

II. LIBRARY GOALS

- To provide all users, both students and faculty, with adequate learning resources and support services.
- To provide all users with training and guidance in the use of hard copy and online resources.
- To conduct an effective library orientation program for all newly enrolled students.

III. HANDBOOK PURPOSE

The purpose of this handbook is to serve as a reference as regards normal library hours and operations as well for specific library functions.

IV. LIBRARY HOURS FALL, SPRING AND SUMMER SEMESTERS

- Sunday – Thursday 8.30 am – 5.00 pm
- Evenings (when classes are in session) 5 pm – 8.00 pm
- Saturdays (when classes are scheduled)

The library is closed on Fridays, all public holidays and during the semester break in December and August.

ACD POLICIES SUPPORTING LIBRARY HANDBOOK

Policy	Reference
Library Policy, Procedures and Regulations	ACD PP-IR1
Library Information Resources Policy	ACD PP- IR3

Reference:<http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

V. THE ACD LIBRARY

The ACD library is located in the main campus building. Facilities include a spacious study area for students and faculty, a growing collection of books and magazines, and a high-speed WiFi enabled area for internet research.

The library is WIFI enabled. Students bring in their laptops to access the internet. ACD library has 2 computer terminals connected by a server to the internet via an ISDN LAN network. These computers are also connected to the library database for students to view and identify books from the in-house collection and for research purposes.

VI. TO FIND A BOOK

The collection of over 25,000 volumes is catalogued and arranged according to the US Library of Congress Classification. All holdings are held in a computerized database. Open shelving and the computerized database enable prompt and easy access for students.

The customized database provides several features.

- Searching
 - Keyword (Title, Author, Subject, Class No.)
 - List (alphabetical) Title, Author and Subject
- Advanced Features
 - Boolean searches (and, or) are available
 - Combined searches (Class no. Title, Author, Subject, ISBN)
- Additional Features
 - Once the book is identified, the location (Shelf ID) is also indicated.
 - The search will also indicate if the book has been borrowed or kept on hold.
 - To know how to use the catalog, see the attachment.

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

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VII. HOW TO LOCATE A BOOK ON THE SHELVES

- **Call number**

Each book in the library has a “call number” that tells you where the book is on the shelves.

The call number is composed of two parts – the subject number of the Library of Congress Classification and the Cutter number.

The call number label appears on the lower end of the spine of the book (or sometimes on the front if the book is slim).

- **Prefixes**

Call numbers sometimes have prefixes to identify a special location where the book or other material is shelved.

Symbol	Collection	Location
Ref	Reference Collection	Left hand side along the walls
Fic	Fiction Collection	Row behind the shelves near back exit and Discussion rooms.

Arrangement of books on the shelves

Books in most libraries are arranged by their call numbers:

- First by the Library of Congress Classification number in an ascending order and within the classification by
- The Cutter number, in an alphabetical order.

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

Revised June 2019

Finding a book on the shelf

If you cannot find the book on the shelf, the book may have been taken out. You may then place a “hold” or “reserve” on the book. If the book has not been taken out, ask the librarian or the library assistants for assistance.

VIII. BORROWING BOOKS

- Supplementary texts and reference books are available in the main library.
- Students may check out five supplementary texts at a time. However, when there is a demand for books on a particular subject/topic only 2 books will be issued.
- These books will be checked out for ten days.
- Books will be reissued provided there is no advance booking by faculty/ students.
- Students can reserve books in advance.
- As in all libraries, reference books are for use in the library only.

IX. ACD LIBRARY CODE OF CONDUCT

- All mobile phones must be on silent mode or deactivated.
- Refrain from eating, drinking (except for water), and smoking in the library.

X. REFERENCE SERVICES

Reference books

Reference books generally provide brief summary information. You may want to use the Reference Collection while researching a topic to provide background information. The Reference Collection includes encyclopedias, dictionaries, thesauri, almanacs, yearbooks, etc.

XI. INTERNET RESOURCES

The Internet is often referred to as the network of networks—a communication medium made possible by computers and networks. People exchange all kinds of information on the Internet.

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

You may use the World Wide Web to access information on the net. Since there is a huge amount of material available on the net, it is often difficult to locate relevant information. When retrieving information, distinction should be made between surfing and searching. *Surfing* or browsing involves locating information by chance in a non-structured way. *Searching* involves adopting a more systematic approach using specific search tools, which are available on the net.

Students have access to the electronic database “ABI INFORM GLOBAL”. This database enables students to access journals for research purposes. You can access this on-line database from any location on the network, or even from home.

XII. JOURNALS

A journal may also be referred to as a periodical or magazine.

The term **periodical** refers to materials published regularly, i.e., daily, weekly, bimonthly, or quarterly.

Magazines, journals, and newspapers are all periodicals.

The term **magazine** refers to popular publications that cover topics of interest to the general public. Time, Newsweek, and Sports Illustrated are examples of magazines.

The term **journal** refers to scholarly or professional publications containing articles on specialized topics. For example: The Journal of Marketing Research.

XIII. ELECTRONIC JOURNALS

ABI INFORM GLOBAL

ABI/INFORM quickly connects business researchers with more of the scholarly information that they need. ABI/INFORM Global contains the full text of thousands of journals, including essential scholarly journals and the most important trade journals. Researchers increasingly need more than just scholarly journals to conduct their research thoroughly and effectively. It is easy for them to access thousands of dissertations, working papers, reports, news sources, and much more.

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

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All this is available on the intuitive and powerful ProQuest platform. This allows cross-searching with other ProQuest business resources as well as creation of RSS feeds, content alerts, Smart Search, article linking, and much more.

XIV. ABI INFORM

Sample Searches

Basic Search

You need to write a paper on the effect of telecommuting on human resources.

- Type *telecommuting and human resources* into the Basic Search box or use the widget on the left.

Note: The widget will only work if you are already authenticated to your organization's ABI/INFORM account. If it does not work, please login through your organization's library to access ABI/INFORM directly. If you have questions about accessing your ProQuest databases, please contact your local librarian.

- Based on the large amount of results that are retrieved, it is a good idea to refine your results using the Narrow results by feature.
- From the Narrow results by and the Source Type limit, select to view Trade Journals.
- Then click More options under the Subject limit and select to include telecommuting and human resource management and advantages. Click Apply to add the subject limits to your research.
- Also from the Narrow results by, go to the Date limit and drag the first gray handle over toward the right side of the bar chart to limit your search to more recent items. Drag the handle over to search on items published from 2009 – 2011 and click update.
- Go to the top of the results page to the Sort results by pull-down menu (just above the Narrow results by) and resort your items by Date (most recent first) and click Sort.
- To begin reviewing your results, hover over the Preview link available on each record to view the major fields of the record.
- For additional record details, select the Citation & Abstract link under each record to view the full record.
- Mark any records that interest you to save, print, email, cite, export, save to your My Research account, or to view selected items later.

Advanced Search

You want to find articles on the current economic conditions in China.

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

- From the Advanced Search page and the first pull-down menu in the first search row, select Location.
- Type *China* in the first search box.
- From the second pull-down menu in the second search row, select Subject Headings (all).
- Use the Look up Subjects hyperlink that appears just below the selected field to search for the available and relevant subject terms.
- Type *economic conditions* and select the option "Begins with (enter at least 2 characters)."
- Select *economic conditions & forecasts* from the list of subject terms and click Add to search.
- In the Advanced Search page, go to the Search options section and adjust the Date range pull-down menu to search Last 12 months.
- Click Search.
- If you are dissatisfied with your results (you may think that you have too many results and could be more specific), consider using ProQuest Smart Search/Suggested subjects to run a new search using subjects related to your current search. From the list of Suggested subjects, select *Economic conditions – China*.

Note: When you select a suggested subject from ProQuest Smart Search, it removes any of your previous limits (such as the date range we selected earlier for the last 12 months).

- From the Narrow results by, go to the Date limit and click on the last bar in the chart to view documents published in 2011.
- From the top of the results page (under the search box) select Create alert to receive an email when new results are loaded into ABI/INFORM that meet your search criteria.
- Enter your email address, choose the email format, and schedule your alert based on when you would like to receive an email of your results and how long you would like the alert to last.
- Click create alert.

Browse

Use this page to easily locate featured reports and other non-periodical content.

- Under Topic Paths, select Business and Industry
- Under Business and Industry, click Financial Management.
- Expand the result set by clicking on the + symbol and select Risk Management
- Expand the result set by clicking on the + symbol and select Business Risk
- Click on blue hyperlink labeled " View Documents" next to Risk Management
- Once documents load you can further narrow search to match your relevant search criteria i.e. full text, timeline, etc.

Reference:<http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

Publications

Use this page to locate publications covered in ABI/INFORM, search within those publications, and browse the available issues.

You want to view the latest issue of *The Economist*.

- From the Publications Search box, enter *Economist*.
- From the results page you'll notice that there are a number of publications covered in ABI/INFORM that contain the word Economist in the publication title.
- Scroll through the list to locate *The Economist*.
- Click on the publication title to be taken to the publication's search page and the list of available issues.
- Then select the most recent year, month, and issue to view all the documents published in that particular issue.

Access to ABI/INFORM GLOBAL


To access the ABI/INFORM GLOBAL website, go to the link:

<http://search.proquest.com?accountid=176000>

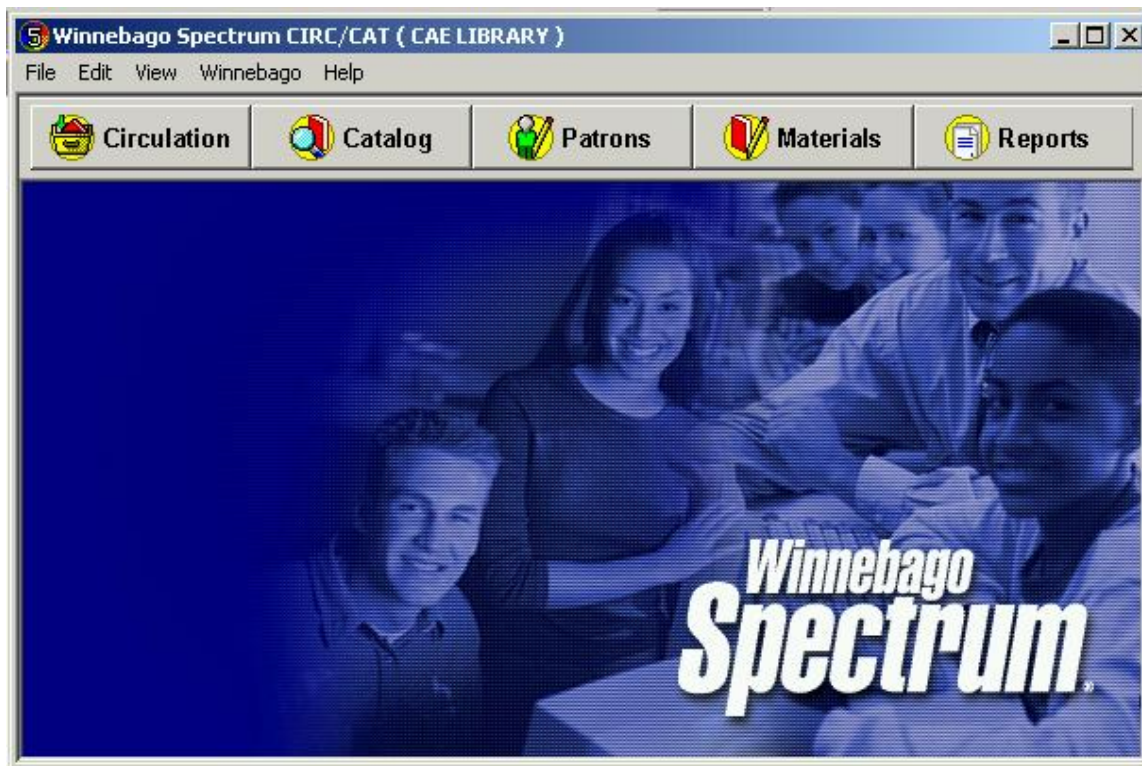
Username : ACDProQuest
Ask the librarian for the password.

XV. AMERICAN COLLEGE OF DUBAI- LIBRARY-WINNEBAGO CATALOG

To search the Winnebago Catalog

Click on the Winnebago icon 

When you click on the icon, the screen that appears will be

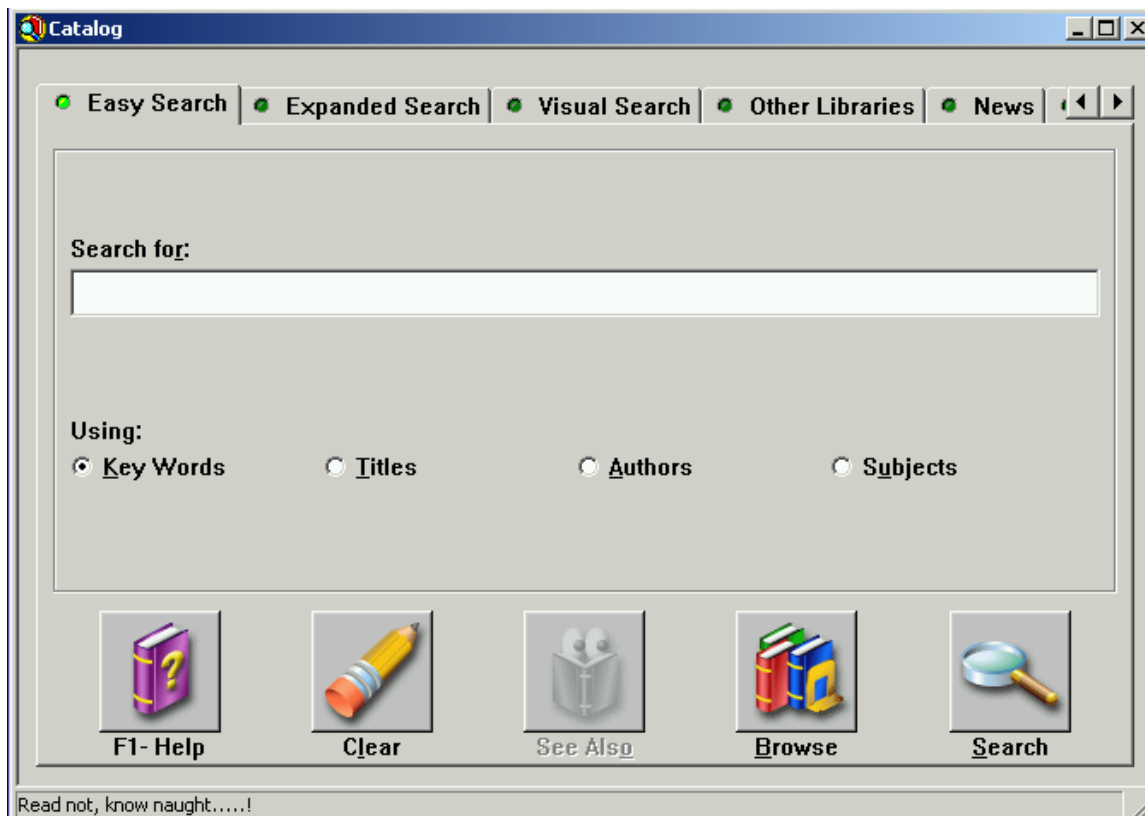


Click on Catalog

You will come to the following screen.

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

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You may use the Easy Search for library materials using the following options

- KEYWORDS
- TITLES
- AUTHORS
- SUBJECTS

AUTHOR search is a quick way to find an item if you know the author. **Note that "author" is broader than a writer - it is also an editor, an illustrator, an institution and more.**

TITLE search is a quick way to find an item - a book, magazine, journal, newspaper, video, etc. - if you know the exact title or at least some words at the beginning of the title.

AUTHOR search will find the words you type anywhere in the record. This is a good way to **start your search on a topic.**

SUBJECT search is the best and **most exact way** to find items on the topic of your research. It is more specific than a keyword search, but **note that you need to use [Library of Congress Subject Headings](#) to find a match.**

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

Revised June 2019

XVI. Author Search

What is an author search?

- It is a quick way to find an item if you know the author.

What's important to know about an author search?

- In addition to writers, an author search finds editors, compilers, composers, performers, translators, joint authors, names of governmental agencies, corporations, conferences, organizations, or associations when they are used as authors.
- It is important to remember to type the author's last name first, then the first name. You do not have to use capital letters or commas.

Title Search

What is a title search?

- It is a quick way to find a book if you know the exact title.

What's important to know about a title search?

- A title search is an **exact** word search; **word order and spelling** must be correct.
- The catalog searches for titles **beginning** with the words you type in. If the title begins with an article (a, an, the), you don't need to type it.
- If the title is long, type in the first few words. For e.g. you want to search for the title "*Exploring the crack in the cosmic egg : split minds and meta-realities*", you may type "exploring the crack".

If there are several books with titles beginning with your search word(s), a list will be displayed.

Keyword Search

Why a keyword search?

- It is a good way to start a search on a topic.
- A keyword search will find an item even if you have incomplete or partial information.

Keywords are search terms used to find information in a database. Keyword may appear in the *title*, *series*, *subject*, and *content notes* fields, conference title, name of an organization,

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

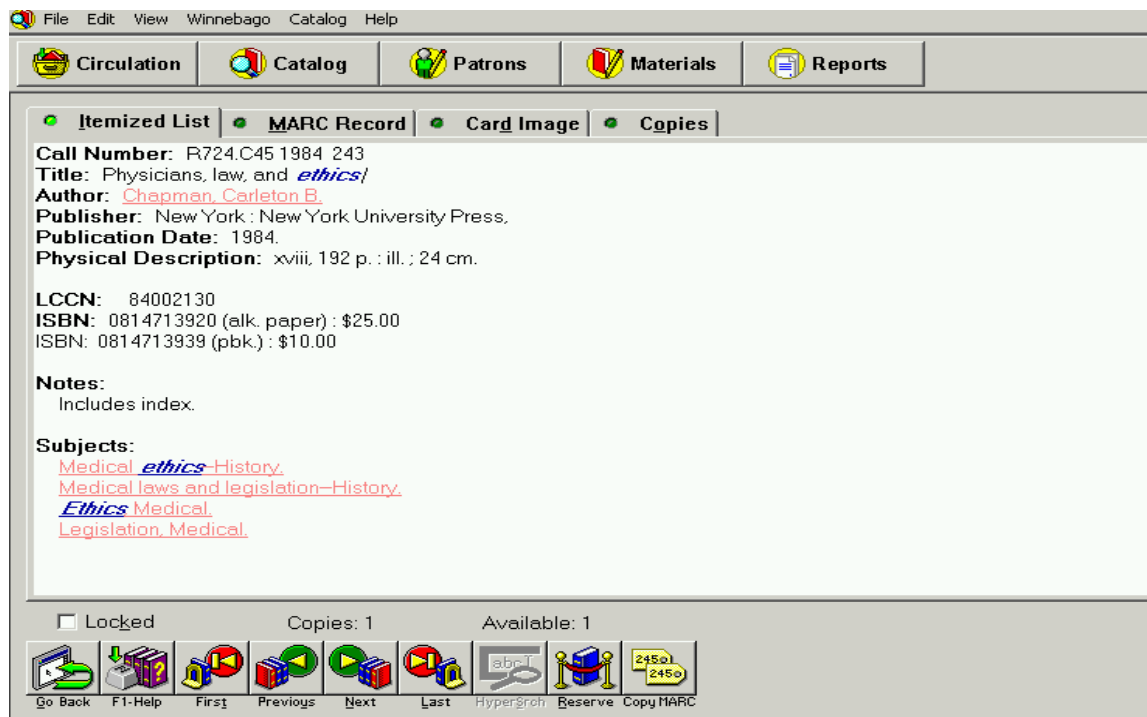
association or corporate author, as well as in the table of contents.

After you entered all the information in the search box, click the search button or press enter.

For example, if you are looking for “ethics” in the keyword search, you will find 175 items.

Call Number	Title	Author	Copyright	Type	Location	Copies in
HM216 .B18 19	Applying ethics : a text with readings /	Olen, Jeffrey	1989	100-199		1/1
BJ1012.M37 12	Matters of life and death : new introductory		1980	100-199	B22	1/1
R724.C45 1984	Physicians, law, and ethics /	Chapman, Carleton I	1984	Reference	C2	1/1
R724.C43 1992	Challenges in medical care /		1992	Reference	C2	2/2
B430.A51 1998 2	Nicomachean ethics /	Aristotle.	1998	Biography	C3	1/1
BJ71 .R6 252	A short history of ethics, Greek and mode	Rogers, Reginald A	1911	100-199	C3	1/1
BJ1008 .S5 190	The methods of ethics,	Sidgwick, Henry.	1901	100-199	C3	1/1
BJ1012 .F7 254	Ethics.	Frankena, William K	1963	100-199	C3	1/1
BJ55 .G58 255	Politics and ethics.	Gordis, Robert	1961	100-199	C3	1/1
BF723 .M54 K6	Moral stages : a current formulation and e	Kohlberg, Lawrence.	1983	100-199	C3	1/1
BR333 .F58 25	Faith active in love; an investigation of the	Forell, George Wolf	1954	100-199	C3	1/1
R724b .G55 198	Reasonable care /	Gillett, Grant.	1989	Reference	C3	1/1
BJ1012 .E86 26	The ethical basis of economic freedom /		1976	100-199	C3	1/1
BJ1725 .P48 19	At personal risk : boundary violations in p	Peterson, Marilyn R	1992	100-199	C3	1/1
R724 .Y68 1988	Alpha & Omega : ethics at the frontiers of	Young, Ernle W. D	1989	Reference	C3	1/1
RA965 .3.T57 1	The sorcerer's apprentice : tales of the m	Tisdale, Sallie	1986	100-199	C3	1/1
R724 .Z36 1993	Troubled voices : stories of ethics and illr	Zaner, Richard M	1993	100-199	C3	1/1
QH442 .G66 27	Playing God : genetic engineering and th	Goodfield, June.	1977	100-199	C3	1/1
BV4526 .2 J45	Before it's too late /	Jeremiah, David	1982	100-199	C7	1/1
HM216 .N5 310	Moral man and immoral society; a study i	Niebuhr, Reinhold.	1932	100-199	C9	1/1
BJ122 .K7 1956	Commentaries on living.	Krishnamurti, Jiddu.	1956	100-199	C9	1/1
R.121 .J63 1969	Approaches to ethics: representative sel.	Jonas, W. T.	1969	100-199	C12	1/1

You can modify your keyword search according to your needs. To look up a particular record, highlight it and double click. You will come to the itemized list. For example, if you double click on the 3rd record i.e. *Physicians, law, and ethics* you will see the following screen.



When your search is completed, you may browse through the results and make note of the official subject headings for the books that fit your specific topic.

Subject Search

Why a subject search?

- It is the most precise way to find material on the topic of your research.
- Subject search retrieves material **about** a person or an organization.

What's important to know about a subject search?

Before starting a subject search, you need to understand that subject headings work differently from keywords:

- Subject headings used at the ACD are assigned by the Library of Congress to organize library materials into specific subject categories. Not any word or word combination is a subject heading.
- It can be difficult to guess the correct subject heading for a topic, since many topics have subject headings that are not obvious.
- One record may have several subject headings.

Subject search tips:

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

- You may start with a **keyword search** on the topic. Go through the list of records and display ones that appear relevant to your topic. Click the subject headings that are closest to your topic to display records for all material grouped under a particular subject heading.
- Note the subject headings. Click the one that describes your topic most accurately. The catalog will display a list of all titles grouped under this subject heading.
- Subject headings can be used to find related material or to narrow your search.

EXPANDED SEARCH

Your search may result in too few records or even no matches. When this happens, you may want to search by:

Using appropriate search terms and ways of combining them

The screenshot shows a library catalog search interface. At the top, there are navigation tabs: Circulation, Catalog, Patrons, Materials, and Reports. Below these are search options: Easy Search, Expanded Search (selected), Visual Search, Other Libraries, News, and Collections Available. The main search area is titled 'Search for:' and contains three rows of search input. Each row has a 'Key Words' dropdown menu and a text input field. The first row has 'marketing' in the input field and radio buttons for 'and' (selected), 'or', and 'and not'. The second row has 'research' in the input field and radio buttons for 'and', 'or', and 'and not' (selected). The third row has 'business' in the input field and radio buttons for 'and', 'or', and 'and not'. Below the search area are five icons: F1- Help (a book with a question mark), Clear (a pencil), See Also (an open book), Browse (a stack of books), and Search (a magnifying glass). At the bottom left, there is a quote: 'Read not, know naught.....!'

Your search may result in too many records. Many of them can be outdated, irrelevant to your topic or unsuitable for other reasons. There are a number of ways to make your search more precise:

- by selecting your search terms carefully and combining them;
- by selecting appropriate subject headings;

Select your terms carefully

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

- Think of your search terms before you start your keyword search.
- Be specific. For example, if your research topic is about “Marketing

Suppose that we have done a keyword search for "marketing" and retrieved the following results:

Call Number	Title	Author	Copyright	Type	Location	Copies in
HF5415.126.H	a Network of champions : b what's right al	a Helmstetter, Shad		100-199		1/1
TP248.2.K56 1	The human body shop : the engineering	Kimbrell, Andrew.	1993	900-999	C4	1/1
HD69 .B7A76 1	The handbook of brand management /	Arnold, David.	1992	600-699	j1	1/1
HD62.15 .C54 1	Firing on all cylinders : the service/quality	Clemmer, Jim.	1992	600-699	j1	1/1
HD38.H3487 1	Bullseyes and blunders : stories of busin	Hartley, Robert F.	1987	600-699	j3	1/1
HF5415 .M279	Marketing analysis and decision making	Marcus, Burton	1979	600-699	j5	1/1
HD30.28.A243	Managing with dual strategies : masterin	Abell, Derek F.	1993	600-699	j49	1/1
HD2341.E38 1	Getting business to come to you : everyth	Edwards, Paul.	1991	600-699		1/1
HD69.P6B46 1	Corporate realities and environmental tru	Bennett, Steven J.	1993	600-699	j53	1/1
HG4028.C6S71	Doing best by doing good : how to use pu	Steckel, Richard.	1992	600-699		1/1
HD60.5.U5E43	Doing well while doing good : the market	Embley, L. Lawrence	1993	600-699	j54	1/1
HD60.M344 1	The E-factor : the bottom-line approach to	Makower, Joel.	1993	600-699		1/1
HD30.23.B358	Hearing the voice of the market : competi	Barabba, Vincent P.	1991	600-699	K1	1/1
HF5415.K5227	Principles of marketing /	Kinear, Thomas C.	1990	600-699	K1	1/1
HF5415.13.K64	Marketing management : analysis, planni	Kotler, Philip.	1980	600-699	K1	1/1
HF5415.A45 1	The Wall Street journal on marketing /	Alsop, Ronald.	1986	600-699	K1	1/1
HF5415.B53 1	Contemporary marketing : plus /	Boone, Louis E.	1995	600-699	K1	1/1
HF5415.13.M22	Applications in basic marketing : clipping	McCarthy, E. Jerome	1992	600-699	K1	1/1
HF5415.13.716	Decision assistant to accompany Market	Chandler, E. Wayne	1987	600-699	K1	1/1
HC110.C6G83	Reaching the Hispanic market effectively	Guernica, Antonio.	1982	600-699	k2	1/1
HF5415.H374 1	The supermarketers : marketing for succ	Heller, Robert.	1987	600-699	k2	1/1
HF5415.B532	Foundations of marketing /	Boone, Louis E.	1977	600-699	K1	1/1

Combine your search terms

You may improve your search statement by entering more specific search terms or adding more terms using Boolean operators.

Combine words describing the concepts inside your topic with an “*and*” operator, for example, **marketing and research**. Your terms will be founds in the same record, but possibly in different fields. Your search will find 18 records.

Reference:<http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

Call Number	Title	Author	Copyright	Type	Location	Copies in
HD30.23.B358	Hearing the voice of the market : Click to sort the materials found by title.			600-699	K1	1/1
HF5415.122.H8	Modern marketing theory : critical issues	Hunt, Shelby D.	1991	600-699	k2	1/1
HF5415.33.U6N	Kids as customers : a handbook of marke	McNeal, James U.	1992	600-699	K7	1/1
HF5415.2.G695	The handbook for focus group research /	Greenbaum, Thoma	1998	600-699	K7	1/1
HF5822.S6 72F	Motivation research in advertising and m	Smith, George Horsl	1954	300-399		1/1
HF5415.2 .P63	Practical marketing research /	Pope, Jeffrey L.	1993	600-699	K2	1/1
HF5415.1263.M	Customer visits : building a better market	McQuarrie, Edward I	1993	600-699	K4	1/1
HF5415.2.L36 1	The naked consumer : how our private liv	Larson, Erik.	1992	600-699	K4	1/1
HF5415.3.A83 1	Consumer behavior and marketing actior	Assael, Henry.	1987	600-699	K4	1/1
HF5415.2.H6 7	Marketing research; principles and readi	Holmes, Parker M.	1966	600-699	K4	1/1
HF5415.3.A83 1	Consumer behavior and marketing actior	Assael, Henry.	1987	600-699	K9	1/1
HF5415.2.G68	Research for marketing decisions	Green, Paul E.	1966	600-699	K11	1/1
HF5415.2.C5 1F	Marketing research : methodological fou	Churchill, Gilbert A.	1987	600-699	k4	1/1
HM263.L46 199	Lesly's handbook of public relations and		1991	600-699	k4	1/1
HF5415.2.H25 7	The industrial market research handboo	Hague, Paul N.	1988	600-699	k7	1/1
HF5415.153.B3	Planned innovation : a dynamic approac	Bacon, Frank R.	1981	600-699	k18	1/1
RA564.85.H38	Healing technology : feminist perspective		1989	500-599		1/1
HF5415.2 .P37	Marketing research /	Parasuraman, A	1986	600-699		1/1

Your search will be very specific if you enter two or more terms without any connector. If you enter marketing research, the catalog will find these words together and in this exact order.

You may now have decided to look for **marketing and research and not the term business**. The catalog will find only those records with the terms **marketing** and **research** either in the same record or in different fields. Your search will now find 16 records.

The screenshot shows a library catalog window titled "Winnebago Spectrum CIRC/CAT (CAL LIBRARY) - [Materials Found]". The interface includes a menu bar (File, Edit, View, Winnebago, Catalog, Help) and a toolbar with icons for Circulation, Catalog, Patrons, Materials, and Reports. Below the toolbar is a table with the following columns: Call Number, Title, Author, Copyright, Type, Location, and Copies in. The table contains 16 rows of book records. At the bottom of the window, there is a toolbar with icons for Go Back, F1-Help, Lock, Unlock, Reserve, Stop, Print, and Details, along with a status bar showing "Found: 16".

Call Number	Title	Author	Copyright	Type	Location	Copies in
HD30.23.B358	Hearing the voice of the market : competi	Barabba, Vincent P.	1991	600-699	K1	1/1
HF5415.122.H8	Modern marketing theory : critical issues	Hunt, Shelby D.	1991	600-699	k2	1/1
HF5415.33.U6N	Kids as customers : a handbook of mark	McNeal, James U.	1992	600-699	K7	1/1
HF5822.S6 725	Motivation research in advertising and m	Smith, George Horsl	1954	300-399		1/1
HF5415.2.P63	Practical marketing research /	Pope, Jeffrey L.	1993	600-699	K2	1/1
HF5415.1263.M	Customer visits : building a better market	McQuarrie, Edward I	1993	600-699	K4	1/1
HF5415.2.L36 1	The naked consumer : how our private liv	Larson, Erik.	1992	600-699	K4	1/1
HF5415.3.A83 1	Consumer behavior and marketing actor	Assael, Henry.	1987	600-699	K4	1/1
HF5415.2.H6 7	Marketing research: principles and readi	Holmes, Parker M.	1966	600-699	K4	1/1
HF5415.3.A83 1	Consumer behavior and marketing actor	Assael, Henry.	1987	600-699	K9	1/1
HF5415.2.G68	Research for marketing decisions	Green, Paul E.	1966	600-699	K11	1/1
HF5415.2.C5 15	Marketing research : methodological four	Churchill, Gilbert A.	1987	600-699	k4	1/1
HF5415.2.H25	The industrial market research handbook	Hague, Paul N.	1988	600-699	k7	1/1
HF5415.153.B3	Planned innovation : a dynamic approach	Bacon, Frank R.	1981	600-699	k18	1/1
RA564.85.H38	Healing technology : feminist perspective		1989	500-599		1/1
HF5415.2.P37	Marketing research /	Parasuraman, A	1986	600-699		1/1

Browse the headings till you see ones that are closest to your topic, for example, "Social values". Follow the hyperlink to display the records.

Look at the suggested limiting criteria.

To make a selection, click the arrow at the right of the box next to the criterion of your choice. A drop-down menu will appear. Highlight and click the appropriate item.

You may improve your search statement by entering more specific search terms or adding more terms using Boolean operators.

Copyright Date will allow you to limit your search to most recent publications or ones from a particular period, as seems appropriate for your topic.

To make a selection, click the down arrow at the right of the box next to the criterion of your choice. A drop-down menu will appear. Highlight and click the appropriate item.

Use the truncation character

Truncation is the addition of a symbol to a word root to retrieve variant endings. It can be used in keyword searching.. For example, to retrieve the word marketing, you type in mark*, the catalog will find many hits (all words and names that begin with **mark**). Be careful with truncation!

Find related material by following hyperlinks

When you look at the record in the itemized list, you see that certain fields (author, subject) are hyperlinks. Following them may help find related material.

Clicking the author link will display all titles by this author. Some of them may be connected with your topic. Seeing other works by the same author may also help you judge the author's expertise and credibility.

Reference:<http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

Look at the subject headings and see which of them reflects your interest. Click it to display other titles grouped under this heading.

Viewing your search results

Your search may retrieve more than one entry. This happens because several items may meet your search requirements. In this case a list of entries will be displayed.

When you select an item from the list by double clicking on it, the full item record will be displayed.

This is what a record looks like:



The screenshot shows a library catalog interface. At the top, there are navigation tabs: Circulation, Catalog, Patrons, Materials, and Reports. Below these is a sub-menu with 'Itemized List', 'MARC Record', 'Card Image', and 'Copies'. The main content area displays the following information:

Call Number: HF5415.1265.M63 2000 23043
Title: Now or never : how companies must change today to win the battle for Internet consumers /
Edition: 1st ed.
Author: [Modahl, Mary](#).
Publisher: New York : HarperBusiness,
Publication Date: c2000.
Physical Description: xxviii, 237 p. : ill. ; 25 cm.

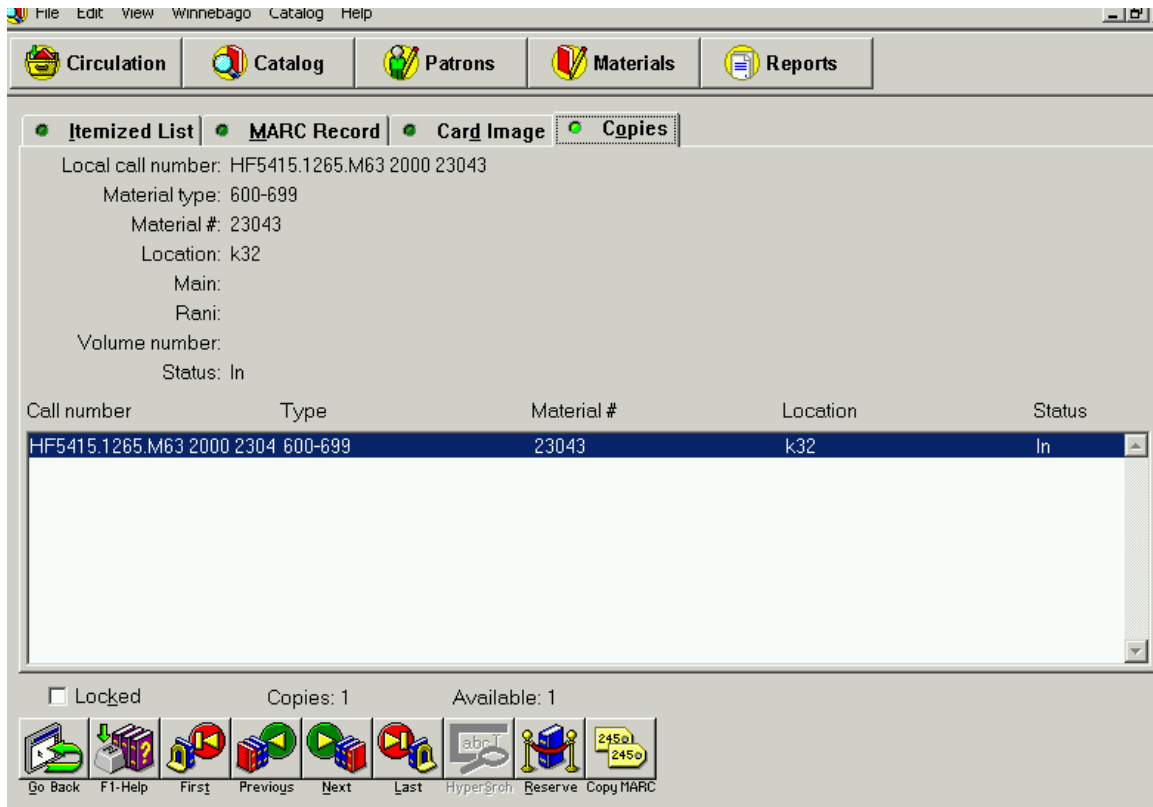
LCCN: 99049437
ISBN: 0066620120 (acid-free paper)

Subjects:
[Internet marketing](#)
[Teleshopping](#)
[Consumer behavior](#)

At the bottom, there is a status bar showing 'Locked' (unchecked), 'Copies: 1', and 'Available: 1'. Below this is a row of navigation icons: Go Back, F1-Help, First, Previous, Next, Last, Hyperion, Reserve, Copy, and MARC.

The record contains the most essential information, such as call number, author, title, publishing information and subject headings.

To locate an item in the library click on **copies** on the top. The **copies screen** tells you the location and if the item is available or checked out.



To display the next record on, click the "Next" button on the button bar. To return to the list, click the "Go Back" button.

Reference: <http://www.libraries.uc.edu/help/how/tutorial/sec2toc.htm>

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