



Volume 3: Issue 1

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From the Director

The SFX

We're pleased to announce that a new service for making seamless connections to our electronic resources is now available. **SFX** ("special effects") is now available to our Old Westbury community, both on-and-off campus. Instead of having to write down citations and then check them out in various reference materials, SFX will do all that work for you. Since many of our electronic resources are available in full-text format, this new tool should be of interest to faculty and students. Included in this issue of our newsletter are instructions for using it.

Welcoming Carole

Please welcome a new member to our professional staff: Carole Ottenheimer. She is our new Business/reference Librarian. Ms. Ottenheimer comes to us with over twenty years of experience working with corporate business. She provides both general and business-related services.

Carole has plans to further develop our business circulating collection and databases, and to initiate programs aimed at assisting Business faculty and students in doing research. If you have a chance, stop by and say hello, or call her at extension 2895. You can also e-mail her at: ottenheimerc@oldwestbury.edu.

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articles across many academic disciplines, adding many years to titles your library owns physically, and adding titles the library never had, and, because it is electronic, you don't need to be in the library or on campus. You don't even need to know about JSTOR; the articles simply show up when you search a database.

Thanks to the SUNY Provost's office. Old Westbury did not have to pay the initial, and onerous, capitalization. The library will pay annual maintenance which, though significant, is far outweighed by the value of this collection.

Jump for JSTOR



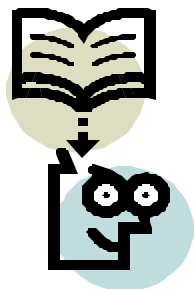
Imagine that decades – a century in some cases – of the best scholarly journals suddenly arrived in your bedroom. Well, it has happened, and you don't need to build bookcases. JSTOR provides full images of journal

Our JSTOR collection includes several hundred periodical titles in humanities, social and natural sciences, and business. Scientists will be pleased to find *PNAS* and English professors will happily discover *PMLA*. Key to JSTOR's operation is the "moving wall," which means that the latest three to five years are unavailable while the older is added as it moves beyond that wall. This protects the publisher's current subscriber base. There is, unfortunately, a fixed wall in a few cases. For recent material you will continue

to be linked to full-text in our other electronic sources, or to use our paper subscriptions or interlibrary loan service.

You don't have to seek out JSTOR articles. When you find an article you want in one of the usual services such as *MLA Bibliography* or *ABI/Inform*, just click on the SFX button. If the article is in JSTOR, SFX will find it. If you would like to browse journals that are important to you, or would just like to see which journals are in JSTOR, you point your browser to www.jstor.org from a computer on the campus network. There will soon be a link on our website so that you can connect to JSTOR from anywhere. However you get to an article, the page images can be retrieved in PDF (the most usual choice), PostScript, or TIF format. The latter is important for persons using assistive technology programs. Remember to use the print and save options within the JSTOR window rather than the browser's controls.

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From the Editor

The "S" Lab

An additional computer facility has been added in the Library. Sixteen Dell computers with flat LCD monitors have been installed and networked with printing capabilities and full access to the Internet. The new lab is designed in "S" shape and located on the main floor. Technical help is now available. Professional staff members from the Student Computing Center are available in the library to provide assistance in using Microsoft Office application programs and to solve any technical problems students may face.



A Reminder

If you have a computer at home, at work, or in the dorms with connection to the Internet, you can access our online public catalog and databases. You have to come to the Library first to establish a password.

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For Students

Industry Research

If you are a Business student, you may face one of the following situations:

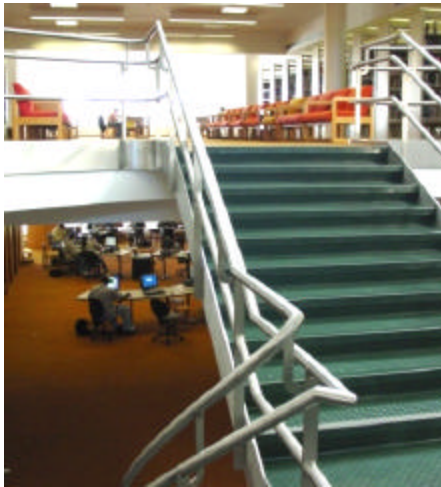
- You have been given a research assignment to profile an industry.
- You would like to invest in the stock market and must research an industry to see its performance over time and study forthcoming trends that will impact your investment.
- You have a class assignment to research a company and to know about the industry, in which the firm competes, so you can better judge the firm's performance.
- You are going on a job interview and need some knowledge of the industry to discuss during the interview and to help make the job decision.

Where do you begin? There are many ways and many sources used to find information about particular industries. Let's discuss a few of the starter resources for industry research.

Suppose you have decided to research the hotel industry. There are a number of major public U.S.

companies in this industry including Hilton Hotels and Marriott International.

Is information available on the industry as a whole? Absolutely!



Let's begin on the Standard & Poor's electronic database called *NetAdvantage*. Various Standard & Poor's publications are contained here.

For an industry overview, we'll look at *Standard & Poor's Industry Surveys*. *The Industry Surveys* provides reports with in-depth economic and business information on 52 major U.S. industries. For each industry, the sector is profiled and the current and forecasted environment in the industry is discussed.

Additionally, key financial ratios that help assess the health of that industry are included, as is a glossary to better understand terms used in the industry. Finding a report on the hotel industry is simple enough. Just keep in mind alternative names for the industry. For instance, the hotel industry is also called the

lodging industry. *The Industry Surveys* report is entitled "Lodging & Gaming."

Each *Industry Survey* has a section with "Industry references." Links in this section can help guide you to magazines and newspapers, trade associations and government agencies and informational websites which cover this industry. Not all these websites and sources will have free information.

Trade associations often have some statistical and textual information about the industry available on their website. The main trade association for the hotel industry, the American Hotel & Lodging Association, has excellent comprehensive information free of charge on their website, including *The 2003 Lodging Industry Profile* and rankings of the *Top 50 Hotel Companies* among others.



References to industry magazine and newspaper websites will provide the leading trade publication names that you want to search, though the publications are generally not free on the website (sometimes the current issue may be). Many of these

magazines are on the Library's databases where they can be searched and the full-text articles can be accessed. For the lodging industry, *Hotel & Motel Management* issues can be viewed free on their website, though topic searching through prior issues is much simpler using one of the Library's databases such as *ABI/Inform*.

Often, trade magazines, such as *Hotel & Motel Management*, will have an annual special issue which may contain an overview of the industry and/or an outlook for the upcoming year. The best and simplest way to search for such industry overviews in magazines is through the Library databases. *ABI/Inform Global* and *Lexis-Nexis* are both easy-to-use databases to search for the articles.

If you have just followed the steps listed above, you probably now have some good information on the hotel industry. Since that information was so easy to find and easy to access, you might decide to for a little more.

Three sources containing textual overviews of many industries are the *Encyclopedia of American Industries*, the *Encyclopedia of Global Industries*, and the *Encyclopedia of Emerging Industries*.



These publications are available on the **Business & Company Resource Center** electronic database subscribed to by the Library. Searching for hotels in these publications pulls up a U.S. specific report and a separate global report. Each report discusses the current industry situation, its history, its structure, and much more. The industry's leading companies are briefly profiled, and a list of articles for further reading is provided.

Also on the **Business & Company Resource Center** database is Datamonitor Industry Market Research. These are concise profiles for multiple industries. Each profile contains market summary information, competitors, market value information and a forecast of the market size.

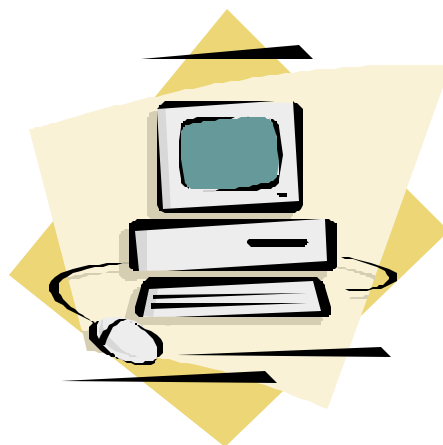
The sources you have just viewed should give you a good starting point to fulfill any of your needs for industry research. Remember, if you need more information, or have difficulty doing the research, ask the librarian for assistance!

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What is ?

As you search the library's databases you will find, in search results, small, multicolored rectangles containing the letters SFX. Is this an invitation to special effects – martial artists leaping over buildings? No, but the effects can be spectacular for the student or scholar avid for full-text articles. It is you who will leap; leap from the database you are using to the database that has the full-text.



When you searched in the past, your database would offer you the small amount of full-text it contained, but much of your search results would consist of citations and abstracts, which would leave you scratching your head. The library owns a vast number of full-text periodicals, but where are they you would wonder. Now you can click on the SFX button and it will attempt to link to the full-text wherever it may be.

Pick the best database for your question. If you were writing a paper on reconstruction era in America, you would want to use *America: history & life*. Select an item from your search results, and then click the SFX button, which will look for the full text of the article throughout our databases, such as *JSTOR*, *Proquest*, or *InfoTrac*. A student of microbiology will be happy to find that search results from *BasicBIOSIS* will link to the enormous *ScienceDirect* collection. In the SFX window, click on the database that has the full-text, and SFX will open another window which, ideally, contains the article. Sometimes a little more work is needed. If, for example, the article is in *LexisNexis*, you will receive a search screen, set to the periodical title, in which you will need to type some words from the article title. If the article is in *Ingenta*, you will be taken to a page for the periodical, where you will select the article. Sometimes you will see “open URL” instead of the SFX box, but clicking it works the same. As always, when you want to print or save, use the print or save buttons closest to your document. Do not use the browser's print or save buttons unless they are the only choices.



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