

HillSearch Tips

Summaries of content, use and search tips for HillSearch premium databases.

Company directory database

Dun & Bradstreet Million Dollar Total

Includes over twenty-three million records for domestic and international companies.

Use for: Search for individual companies or build sales and marketing lead lists using criteria such as geography, industry, company size and more.

Combine terms:

The database automatically combines search terms.

Use commas to connect similar search terms within a single field.

Exclude search criteria by checking **Exclude companies that match this criteria** option.

Search for phrases:

The database automatically searches for terms as a phrase.

Truncation:

Use * to search for all forms of a word (comput* finds computer, computing, etc.).

Search by date:

Limit search by company founding date or date entered into the database.

Search by subject:

Limit search by industry using **SIC**, **NAICS** or **Line of Business** fields.

Search by name:

Limit search by individual using **Executive Name** field; search by company using **Company Name** field.

Demographics databases

DemographicsNow Library Edition

Contains detailed demographic data for U.S. locations.

Use for: Generate comprehensive reports and maps for specific U.S. locations.

New Strategist Demographic eBooks

Links directly to all demographic texts included in the NetLibrary database.

Use for: Overviews of specific demographic groups in the U.S.

Combine terms:

Use **AND** to connect separate concepts (coffee AND Internet).

Use **OR** to connect similar terms (coffee OR java).

Use **NOT** to exclude a term (coffee AND Internet NOT java).

Search for phrases:

Use "" to search for a phrase ("world wide web").

Truncation:

Use * to search for all forms of a word (comput* finds computer, computing, etc.).

Search by date:

Limit search by **Year Published** on Advanced Search page.

Search by publication:

Select **Title** from drop-down menus on the Basic or Advanced Search pages.

Search by subject:

Select **Subject** from drop-down menus on the Basic or Advanced Search pages.

Search by name:

Select **Author** from drop-down menus on the Basic or Advanced Search pages.

Financial tools

Financial Calculators

Hill Library financial calculators.

Use for: Investment and business calculations.

Fintel Industry Metrics

Includes financial ratios for small, medium or large companies, by industry.

Use for: Find industry averages for benchmarking or creating a business plan.

Electronic book databases

Gale Business Plans Handbook

Contains hundreds of sample business plans.

Use for: View sample business plans.

Combine terms:

Use **AND** to connect separate concepts (coffee AND Internet).

Use **OR** to connect similar terms (coffee OR java).

Use **NOT** to exclude a term (coffee AND Internet NOT java).

Search for phrases:

Use "" to search for a phrase ("world wide web").

Truncation and wildcards:

Use ? to replace a single character (wom?n finds both women and woman).

Use * to search for all forms of a word (comput* finds computer, computing, etc.).

Search by publication:

Select **View Publications** link underneath Basic Search field.

Gale Encyclopedia of American Industries

Consists of comprehensive overviews for a wide range of industries.

Use for: Industry research.

Combine terms:

Use **AND** to connect separate concepts (coffee AND Internet).

Use **OR** to connect similar terms (coffee OR java).

Use **NOT** to exclude a term (coffee AND Internet NOT java).

Search for phrases:

Use "" to search for a phrase ("world wide web").

Truncation and wildcards:

Use ? to replace a single character (wom?n finds both women and woman).

Use * to search for all forms of a word (comput* finds computer, computing, etc.).

Search by publication:

Select **View Publications** link underneath Basic Search field.

NetLibrary eBooks

Contains over 12,000 electronic books.

Use for: Read about general business and career topics; research company histories.

Combine terms:

Use **AND** to connect separate concepts (coffee AND Internet).

Use **OR** to connect similar terms (coffee OR java).

Use **NOT** to exclude a term (coffee AND Internet NOT java).

Search for phrases:

Use "" to search for a phrase ("world wide web").

Truncation:

Use * to search for all forms of a word (comput* finds computer, computing, etc.).

Search by date:

Limit search by **Year Published** on Advanced Search page.

Search by publication:

Select **Title** from drop-down menus on the Basic or Advanced Search pages.

Search by subject:

Select **Subject** from drop-down menus on the Basic or Advanced Search pages.

Search by name:

Select **Author** from drop-down menus on the Basic or Advanced Search pages.

Article databases

America's Newspapers

Contains full-text articles from local, regional and national newspapers in the U.S.

Use for: Regional and national news about companies, industries and markets.

Combine terms:

Use **AND** to connect separate concepts (coffee AND Internet).

Use **OR** to connect similar terms (coffee OR java).
Use **NOT** to exclude a term (coffee AND Internet NOT java).

Search for phrases:

Use "" to search for a phrase ("world wide web").
Use **ADJn** to search for words near each other, in an exact order (world ADJ3 web).
Use **NEARn** to search for words near each other, in any order (world NEAR3 web).

Truncation and wildcards:

Use ? to replace a single character (wom?n finds both women and woman).
Use * to search for all forms of a word (comput* finds computer, computing, etc.).

Search by date:

Use **Limit by Date** field on main search page.

Search by publication:

Use **Source** field on main search page.

Search by subject:

Use **Topics and Industries** field on main search page.

Search by name:

Use **Company Name** field on main search page.

Biz Info Library

Contains articles about small business development.

Use for: Advice and how-to articles about small business.

Search by date:

Limit search by **Copyright Date Range** on Advanced Search page.

Search by publication:

Limit search by **Journal** on Advanced Search page.

Search by subject:

Limit search by **Category** and **Subcategory** on the Advanced Search page.

Search by name:

Limit search by **Author** on the Advanced Search page.

EBSCO Business Source Corporate, Regional Business News, and McClatchy-Tribune Collection

Contain full text articles from magazines, journals, newspapers, economic reports, company profiles and industry reports.

Use for: Regional and national news about companies, industries and markets.

Combine terms:

Use **AND** to connect separate concepts (coffee AND Internet).
Use **OR** to connect similar terms (coffee OR java).
Use **NOT** to exclude a term (coffee AND Internet NOT java).

Search for phrases:

Use "" to search for a phrase ("world wide web").
Use **Wn** to search for words near each other, in an exact order (world W3 web).

Use **Nn** to search for words near each other, in any order (world N3 web).

Truncation and wildcards:

Use **?** to replace a single character (wom?n finds both women and woman).

Use ***** to search for all forms of a word (comput* finds computer, computing, etc.).

Search by date:

Limit search by **Month** and **Year** on Basic and Advanced Search pages.

Search by publication:

Limit search by **Publication Name** on Advanced Search page.

Search by subject:

Limit search by **Subject Terms** on the Advanced Search page, or browse terms in the Thesaurus.

Search by name:

Limit search by **Author** or **Company Entity** on the Advanced Search page.

Gale Business and Company Resource Center

Includes detailed company and industry information.

Use for: Search for periodical articles, corporate hierarchical structures, investment reports, company histories, rankings, industry overviews, and more.

Combine terms:

Use **AND** to connect separate concepts (coffee AND Internet).

Use **OR** to connect similar terms (coffee OR java).

Use **NOT** to exclude a term (coffee AND Internet NOT java).

Search for phrases:

Use **""** to search for a phrase ("world wide web").

Use **Wn** to search for words near each other, in an exact order (world W3 web).

Use **Nn** to search for words near each other, in any order (world N3 web).

Truncation and wildcards:

Use **?** to replace a single character (wom?n finds both women and woman).

Use ***** to search for all forms of a word (comput* finds computer, computing, etc.).

Use **!** to search one or zero characters (analo!! matches analog, analogs, or analogue).

Search by date:

Limit search by date of publication on the Advanced Search page.

Search by publication:

Limit search by **Journal Name** on Advanced Search page, or limit search by publication type: full-text articles, peer-reviewed journals, newspapers, or magazines and journals.

Search by subject:

Limit search by **Subject** on the Advanced Search page.

Search by name:

Limit search by **Author** on the Advanced Search page.

ProQuest ABI/INFORM and ProQuest Newspapers

Contains full-text articles from thousands of business periodicals.

Use for: Regional and national news about companies, industries and markets.

Combine terms:

Use **AND** to connect separate concepts (coffee AND Internet).

Use **OR** to connect similar terms (coffee OR java).

Use **AND NOT** to exclude a term (coffee AND Internet AND NOT java).

Search for phrases:

Use **""** to search for a phrase ("world wide web").

Use **PRE/n** to search for words near each other, in an exact order (world PRE/3 web).

Use **W/n** to search for words near each other, in any order (world W/3 web).

Truncation and wildcards:

Use **?** to replace a single character (wom?n finds both women and woman).

Use ***** to search for all forms of a word (comput* finds computer, computing, etc.).

Search by date:

Select a date range on both Basic and Advanced search forms.

Search by publication:

Click on **Publications** tab, or select **Publication title** in the Advanced Search drop-down menu.

Search by subject:

Click on **Topics** tab, or select **Subject** in the Advanced Search drop-down menu.

Search by name:

Select **Person** in the Advanced Search drop-down menu.

Special Issues Index

Provides access to annual feature articles or special issues from business magazines and industry trade journals in the Hill Library print collection.

Use for: Identify and order industry-specific articles, such as statistical overviews, forecasts, buyers' guides, salary surveys, markets studies, directories and rankings.

Combine terms:

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Use **OR** to connect similar terms (coffee OR java).

Use **NOT** to exclude a term (coffee AND Internet NOT java).

Search for phrases:

Use **""** to search for a phrase ("world wide web").

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Use ***** to search for all forms of a word (comput* finds computer, computing, etc.).

Internet resources

Best of the Business Web

Links and descriptions for the best free business information Web sites, organized by Hill Library Business Information Specialists.

Use for: Locate business information on the free Web.

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