

## Searching

BCRC allows researchers to search many different ways. Below is a list of the search options:

- Company name or ticker symbol
- Industry Code or description (SIC and NAICS)  
SIC (Standard Industrial Classification)  
NAICS (North American Industry Codes)  
These codes identify industries. NAICS is a system for classifying business establishments and is based on economic classification. Economic units that use like processes to produce goods or services are grouped together. SIC is a system for classifying industry that has since been replaced by the NAICS system. However, BCRC still allows users to search by the SIC code. If you don't know the SIC or NAICS codes, you can browse the online list of codes.
- Subjects in Article
- Geographic
- Personal name
- Journal name
- Date range
- Content area

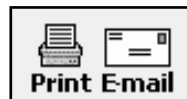
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This database is provided by **NOVEL**, an electronic database access project that enables libraries across New York State to give their communities online access to the full text of hundreds of journals, newspapers and other references.

## Printing and Emailing

**Printing** – Once you locate an item to print, click the "Print" icon on the left-side of the page.

This button removes the extra graphics, etc. Use the browsers print command to print the document.



**Emailing** – Click the "E-mail" icon on the left-side of the page. This button prompts you for your email address and if you want the document sent as HTML or Plain Text. If you are using a text email service like PINE, then "Plain Text" is the best option. Most email services should be able to handle HTML messages.

*Note: You can mark items as you search, and then print or email them all at once.*

## Citing

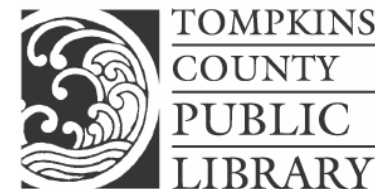
How to cite information in BCRC depends on the type of document you retrieve. If you are citing an article from a periodical, it follows this format:

- **MLA**  
Author's Last Name, First Name. "Title of Document or File." *Title of Complete Work or Site*. Version or file number. Date of document. <http://www.galenet.com/servlet/BCRC> (date of access).
- **APA**  
Author's Last Name, Initial(s). (Document date). Title of document. *Title of complete work* (Version or file number[s]). <http://www.galenet.com/servlet/BCRC> (date of access).

Access from your home  
computer with your  
TCPL library card!

## Business & Company Resource Center

- Company profiles
- Industry news
- Brand information
- Rankings
- Investment reports
- Company histories
- Chronologies
- Periodicals



101 East Green St. ~ Ithaca, NY 14850  
Reference: 607-272-4556  
Reference email: [reference@tcpl.org](mailto:reference@tcpl.org)  
[www.tcpl.org](http://www.tcpl.org)

## What is Business and Company Resource Center?

Business and Company Resource Center (BCRC) brings together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals. Search this database to find detailed company and industry news and information.

It features content from Thomson Financial as well as national and regional business news journals, management and marketing journals, Financial Times, Knight-Ridder/Tribune Business News Service and indexing from The Wall Street Journal, The New York Times, and Asian Wall Street Journal. This database provides company and industry information for more than 300,000 companies, profiles records of more than 8,000 associations, histories and chronologies for 4,650 companies worldwide. Company profiles include detailed contact information, corporate URL, executives, details on mergers and acquisitions, revenue, ticker symbol and type of company.

## Special Characters

\* **Truncation symbol** is placed at the root of a word to retrieve variations of a root. Commun\* will retrieve *community*, *communities*, *communes*, *communication*, etc...

? **Wildcard symbol** replaces exactly one character. To illustrate, wom?n will retrieve *woman*, *women*, and *womyn*

! **Exclamation symbol** replaces one or no characters. For example, analo!! searches for *analog*, *analogs*, and *analogue* but not *analogous*.

“ ” **Phrase symbol** allows you to search a grouping of words as a phrase. “World Trade Organization.” This will search for the terms together, instead of retrieving all documents that have the terms “World,” “Trade,” and “Organization.”

**AND / OR / NOT** Boolean operators allow you to enhance your searching abilities.

**AND** creates a search that retrieves items with both terms. *WorldCom AND Enron* returns results including *both* of the terms.

**OR** creates a search that retrieves items with either. *WorldCom OR Enron* returns results with *either* the term “WorldCom” or “Enron.”

**NOT** creates a search that tells the database to search the first term, but to not retrieve articles that include the

second term. *WorldCom NOT Enron* would return results including the first term, but not the second.

( ) **Nesting symbol** option allows you to create complex search strings. An example using this option is *(Bill OR William) AND Gates*

**W Within Proximity Symbol** will find documents containing search terms in a specific order within the number of terms you specify. An example is “Justice Department” W2 “Kenneth Lay”

**N Near Proximity Symbol** searches for documents containing your search terms within the number of terms you specify. These words can be in any order. An example is “Martha Stewart” N3 K-Mart.



**InfoMark** is an interesting and useful feature Gale offers with many of its databases. An InfoMark is a persistent URL associated with a document in the database. It allows you to save the URL, and then add it to a Web page, email it, etc... When the URL is accessed, the document associated with it appears.