How to Use: *Business & Company Resource Center*

- Alfred C. O’Connell Library-

This guide is specifically designed for the version of BCRC provided by the Genesee Community College Library.

**Business & Company Resource Center** (BCRC) is an information service and a periodical index combined to bring together a wide variety of global business information in an easy-to-search format. Content includes:

- Company profiles including company histories
- Industry rankings, statistics and reports
- Products and brands information
- Financial reports and investment reports and ratings
- Periodical articles

**To Start:**

1. Go to the library web page at [http://www.genesee.edu/library/](http://www.genesee.edu/library/)
2. Click on *Databases A-Z & Subject*
3. Click on *Business & Company Resource Center*

**Company Information**

To search for a specific company, type the company name in the box at the top of the screen and click the search button. Next you will get a list of the results of your search. Click on the name of the company you are searching for. You will now see a page displaying the company profile (address of company, annual sales, website address, etc.).

- To view a list of articles (some of which might be full text), click on the *News/Magazines* tab.
- **Investment Reports** are from a variety of sources.
- The **Suits and Claims** tab provides information about civil claims filed against the company in the area of human resources.
- The **Products** tab provides a complete listing of products/brands that a company owns or sells.
* The **Industry Overview** tab gives market value/volume, competitive analysis, industry statistics and more.

* Contact information on associations within the company's industry can be found under the **Associations** tab.

**Articles**
1. To search for business articles from the BCRC homepage, click on the ARTICLES SEARCH link near the top of the screen. Type in a subject or a keyword in the Search Term box and click the green Search button at the bottom of the screen.

2. You can also select Articles Search from the drop-down menu at the top of the screen to the right of Quick Search. Enter your search terms in the box and click the Search button.

You will get a list of subjects or a list of article citations (author, title, periodical title, date, etc.) containing the subject or keywords that you typed in. If you get a list of subjects, click on the **View** button below the subject you are looking for to see a list of article citations.

Display the full text of an article by clicking on the **Text** link below the citation. Citation or abstract below a citation means that the full text is not available in this database. You can obtain the article in one of three ways: from another GCC database, from the GCC library's print periodicals collection or from another library via ILLiad, GCC's online interlibrary loan request service.

**To Print:**

When you find a document you wish to print, click on the **Print** icon at the upper left of the screen. This will reformat the document for printing. Once the document is formatted, click on **File** then **Print** at the top of the screen or use the browser print button. You can also email documents using the **Email** option.

**Questions? Contact a Librarian:**

<table>
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<tr>
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