

# How to Use: *Business & Company Resource Center*

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's homepage at <http://www.genesee.edu/Library>
2. Select the link for **Databases A-Z**
3. Select the link for **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 green 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.).

The screenshot shows the Genesee Community College Library's Business & Company Resource Center interface. At the top, there is a search bar with 'gap' entered and a 'SEARCH' button. Below the search bar, the current company is identified as 'Gap Inc.'. A navigation menu contains tabs for 'Company Profile', 'News/Magazines', 'Histories', 'Investment Reports', 'Financials', 'Rankings', 'Suits and Claims', 'Products', 'Industry Overview', and 'Associations'. The 'News/Magazines' tab is highlighted, and a callout box points to it with the text 'Grayed-out tabs indicate no information available.' Below the navigation menu, the company name 'Gap Inc. (GPS)' is displayed, followed by its address: '2 Folsom St. San Francisco, California 94105-1205 United States'. Contact information is provided: 'Tel: (415) 952-4400 (800)333-7899' and 'Fax: (415)874-7815(415)427-2553'. On the left side, there are links for 'Articles about this company' and 'Subsidiary Companies'.

- 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 including Investext Plus (see database listed under Databases A-Z on library web page). The **Financials** tab includes real time stock quotes, and the **Rankings** tab gives financial information about the company.
- 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 a brief description of the company's mission, 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. Select the **Industry Description** you are interested in for more detailed information (NAICS Industry Descriptions are the most current and comprehensive).

## Articles

1. To search for business articles from the BCRC homepage, click on **Articles** under Additional Search Options, type in a subject or a keyword and click the Search button at the bottom of the screen.
- or**
2. You can also select Articles Search from the drop-down menu at the top of the screen, enter your search terms in the box and click the green 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 next to the subject you are looking for to see a list of article citations.

The screenshot shows the 'Business & Company RESOURCE CENTER' interface. The search term 'podcasting' is entered in the search box, and the results are displayed in 'Business Index ASAP'. A navigation bar includes tabs for 'Company Profile', 'News/Magazines', 'Histories', 'Investment Reports', 'Financials', 'Rankings', 'Suits and Claims', 'Products', 'Industry Overview', and 'Associations'. The 'News/Magazines' section shows 1-25 of 452 results. The first result is 'Media: Inside Information - Podcasts offer valuable vehicle for expert positioning, PR Week (US), 1524-1696, July 17, 2006 p13'. Below the title is a 'Text' link, which is pointed to by an arrow. The second result is 'Media: Double Standards - 'I want to podcast our daily leader brainstorm!' (Interview) Campaign, 0008-2300, July 14, 2006 p10'.

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 the interlibrary loan 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:

In Person	Library Information Desk
Phone	585-343-0055 Ext. 6419
Email	Click on <b>Ask a Librarian!</b> then Email from the library's web page
Chat	Click on <b>Ask a Librarian!</b> then chat online from the library's web page

