



Strategic Management

Broad General External Factors

Reference:

- HD30.15 .B455 2005 *Blackwell encyclopedia of management*
HC103 .F9 2006 *Guide to economic indicators*
HC79 .E5 V57 2005 *Vital signs : the trends that are shaping our future*
HN60 .S62 2003 *Social trends & indicators USA*
HB849.49 .R875 2000 *Demographics of the U.S. : trends and projections*
HN60 .C38 2001 *The first measured century: an illustrated guide to trends in America, 1900-2000*
HN60 .M665 2000 *It's getting better all the time : 100 greatest trends of the last 100 years*
[GVRL](#) *Trends in Organizational Change, in Encyclopedia of Management*
[GVRL](#) *Forecasting, in Encyclopedia of Management*

Circulating Books:

- Generally applicable call number ranges: HD 30.27 --- HD 62.4 --- HC 59.15
- HD30.27 .G67 2009 *Future savvy : identifying trends to make better decisions, manage uncertainty, and profit from change*
HD30.28 .H55 2007 *Strategic management theory : an integrated approach*
HD30.27 .G37 2007 *Future, inc. : how businesses can anticipate and profit from what's next*
HD30.27 .S25 2006 *Next now : trends for the future*
- HB3730 .B38 2005 *The secrets of economic indicators : hidden clues to future economic trends and investment opportunities*
HB3730 .K35 2005 *Getting it right the first time : how innovative companies anticipate demand*
HD30.28 .C54 2004 *Seeing what's next : using the theories of innovation to predict industry change*
HD5706 .H363 2005 *The new workforce : five sweeping trends that will shape your company's future*
- HB3730 .B38 2005 *The secrets of economic indicators : hidden clues to future economic trends and investment opportunities*
HB3505 .K68 2004 *The coming generational storm: what you need to know about America's economic future*
HD61 .G533 2004 *Early warning : using competitive intelligence to anticipate market shifts, control risk, and create powerful strategies*
HD30.27 .H55 2002 *Sixty trends in sixty minutes*
- HD30.27 .H38 2001 *Business 2010: five forces that will reshape business-- and how to make them work for you*
HD30.27 .B44 2001 *It takes a prophet to make a profit: 15 trends that are reshaping American Business*

E-Books

- [NetLibrary](#) *Strategy As Action: Competitive Dynamics and Competitive Advantage*
[NeLibrary](#) *Principles of Forecasting: A Handbook for Researchers and Practitioners*
[WWW](#) *Mapping The Global Future: Report Of The National Intelligence Council's 2020 Project*
[WWW](#) *Global Trends 2025: A Transformed World*
[WWW](#) *U.S. International Trade: Trends & Forecasts, CRS Report for Congress*
[WWW](#) *International Energy Outlook 2008*

Influences to Consider:

Social	International	Legal	Ecological
Economic	Political	Governmental	Technological

LC Subject Headings: use for SPL [Online Catalog](#) and [WorldCat](#)

<i>Business forecasting</i>	<i>Political indicators</i>	<i>Political and Economic Planning</i>
<i>Economic forecasting</i>	<i>Social indicators</i>	<i>Social Prediction</i>
<i>Economic indicators</i>	<i>Environmental indicators</i>	
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<i>forecasting as a subdivision</i>	<i>trends as a subdivision</i>	<i>ex. Economics -- trends</i>

Specific Industry Factors

Online Databases:

Standard & Poor's NetAdvantage - Industry Surveys - Comprehensive overviews of major U.S. industries, includes: trends, forecasts, major players, market share data, key ratios and statistics.

Value Line Investment Survey - Industry Summary sheets for approximately 100 industries

Business Source Complete - Industry Profiles, News & Articles

LexisNexis Academic – Company profiles, Business News, Industry & Market News

Hoover's – Includes some major industry overviews (ignore suggestions to purchase more reports)

Mintel Marketing Reports - Reports include data & analysis of the competitive landscape, market-share analysis and consumer profiles

Euromonitor Global Market Information Database - Information on consumer lifestyles, consumer market size, major market profiles, forecasts, companies and brands, and market analysis

Web Sites:

GuideStar – Nonprofit reports and Forms 990 (limited free information, SEU does not subscribe)

2002 Economic Census Industry Profiles - Profiles American business, from the national to the state level, organized by NAICS

GPO Access Economic Indicators – From 1995 forward a monthly compilation of economic information on prices, wages, production, business activity, purchasing power, credit, money and Federal finance

U.S. Dept. of Labor, Bureau of Labor Statistics- The principal fact-finding agency for the Federal Government in the broad field of labor economics and statistics

Economics and Statistics Administration - bureau within the U.S. Dept. of Commerce where economic & social changes are chronicled, understood & explained

Bureau of Economic Analysis - bureau within the U.S. Dept. of Commerce which provides economic accounts data

Print Resources - Financial and Operating Ratios (in Reference)

HF/5681/R25/I525

Industry Norms and Key Business Ratios

HF/5681/R25/T68

Annual Statement Studies

HF/5681/B2/R62

Almanac of Business and Industrial Financial Ratios

Historical Data

Standard & Poor's NetAdvantage - Industry Surveys – archived reports from 2001

1997 & 1992 Economic Census – linked from 2002 Economic Census

Financial & Operating Ratios series (see above) – library has 1997 to present

Business Source Complete – includes older industry profiles, dates vary but generally 4 to 5 years back

S&P's NetAdvantage, Valueline Investment Survey, LexisNexis, Hoovers, Edgar Database and **Morningstar.com** all contain historical financial information on individual companies

Online Search Strategies

KEYWORD SEARCHING

The Catalog and every online database in the library allow the use of keyword searching. A keyword search tells the database to find every record containing the search terms entered. Note that the full text of the book or article is not searched, only fields such as the title, author, abstract (summary), and subject terms.

A single search term, such as *accountability*, or a phrase such as *corporate accountability* can be used. The use of " " marks is not supported in all databases but often the database will recognize two words next to each other as a phrase.

Keyword search <i>Business Source Complete</i>	Results for: corporate accountability		
	Find: corporate accountability	in	Select a Field (optional) [v] Search
	and [v]		in Select a Field (optional) [v]
	and [v]		in Select a Field (optional) [v]
		in Business Source Complete [v] ?	
	1-10 of 350 Page: 1 2 3 4 5 Next		

Keyword searches tend to be broad and often generate many results. Some results will be applicable to the topic and some might be unrelated. Here are strategies to improve your search results.

FOCUSING THE SEARCH

- **Boolean Logic** allows one to refine keyword searches for more targeted results. The most common Boolean operators are **or** and **and**.
 - **or** is used to broaden (get more results) a search by including similar terms, example:
corporate accountability or corporate liability
 - **and** is used to narrow (get fewer results) a search by introducing another concept, example:
corporate accountability and management

Boolean search using and <i>Business Source Complete</i>	Results for: corporate accountability AND management		
	Find: corporate accountability	in	Select a Field (optional) [v] Search
	and [v]	management	in Select a Field (optional) [v]
	and [v]		in Select a Field (optional) [v]
		in Business Source Complete [v] ?	
	1-10 of 117 Page: 1 2 3 4 5 Next		

- **Field-Specific Searching:** Each individual record is composed of a group of fields. The title field contains only the item's title, the subject field contains subject terms assigned to that item, etc. In a **keyword search** the term may be found anywhere in the record. In a **specific field search** the term must be found in the specified field – subject, title, abstract, etc.

- **Subject Headings** are assigned to books in the Library Catalog and to periodical articles in the library's online databases. They indicate what a book or article is about. The Library Catalog and each database have their own list of specific terms that may be used as subject headings. This is called "controlled vocabulary."

For example:

Common usage Controlled Subject Heading
corporate accountability *social responsibility of business*

<ul style="list-style-type: none"> • Subject search Business Source Complete 	<p>Find: corporate accountability in SU Subject Terms <input type="button" value="Search"/></p> <p>and <input type="text"/> in Select a Field (optional) <input type="button" value="v"/></p> <p>and <input type="text"/> in Select a Field (optional) <input type="button" value="v"/></p> <p>in Business Source Complete <input type="button" value="v"/> <input type="button" value="?"/></p> <p>No results were found.</p>
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<ul style="list-style-type: none"> • Subject search Business Source Complete 	<p>Results for: SU social responsibility of business</p> <p>Find: social responsibility of business in SU Subject Terms <input type="button" value="Search"/></p> <p>and <input type="text"/> in Select a Field (optional) <input type="button" value="v"/></p> <p>and <input type="text"/> in Select a Field (optional) <input type="button" value="v"/></p> <p>in Business Source Complete <input type="button" value="v"/> <input type="button" value="?"/></p> <p>1-10 of <input type="text" value="5928"/> Page: 1 2 3 4 5 Next</p>
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gs are usually a link. If you click on them, the computer will bring up all the items that have been assigned that exact subject heading.

- Take note of the subject headings assigned to any item which is especially useful. These headings may be used as search terms in the subject field to find additional books and articles.

<p>Combination search Business Source Complete</p>	<p>Results for: SU social responsibility of business AND accountability AND SU (executives OR governance OR management)</p> <p>Find: social responsibility of business in SU Subject Terms <input type="button" value="Search"/></p> <p>and <input type="text" value="accountability"/> in Select a Field (optional) <input type="button" value="v"/></p> <p>and <input type="text" value="executives or governance or management"/> in SU Subject Terms <input type="button" value="v"/></p> <p>in Business Source Complete <input type="button" value="v"/> <input type="button" value="?"/></p> <p>1-10 of <input type="text" value="104"/> Page: 1 2 3 4 5 Next</p> <p style="text-align: right;">Specific Field Keyword</p>
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