

Donor Opportunities

Long Business & Economics Library

Haas School of Business

University of California, Berkeley

Gifts from private donors to fund library facilities and collections have a long and honorable tradition. The Long Library was founded with a major gift from the Thomas J. Long Foundation in 1995. Since then many private donors have made contributions toward the acquisition of information resources for the use of Berkeley students and faculty. This continuing support is very important for sustaining the excellence of the Haas School of Business and the Department of Economics. The following are donor opportunities that offer you the ability to participate in funding a great library for a great university.

DIGITAL RESOURCES

Databases are vital research tools in business education. The Long Library offers a variety of bibliographic, textual, and numeric databases that support the core teaching mission of the Haas School and Department of Economics. We would like to expand this collection to include more specialized databases required of the graduate programs in both academic areas.

Databases require an annual payment for access. The annual costs range from \$2,000 to over \$50,000 per database. If you would be interested in discussing funding opportunities to improve database access at the University of California, Berkeley, please contact Milt Ternberg (510-642-5866) in the Long Business & Economics Library.

Databases needed by business subject area:

Accounting & Taxation

CCH Internet Research Network (<http://tax.cchgroup.com/>) accounting and tax rules & procedures

Finance

Capital IQ (<http://www.capitaliq.com/>)

Mergerstat (<http://www.mergerstat.com/>) leading source of U.S. and international M&A information

Morningstar Online (<http://www.morningstar.com/>) mutual fund reviews and ratings

Reuters/Bridge (<http://channel.bridg.com/bc/>)

SDC Platinum (http://www.thomson.com/content/financial/brand_overviews/SDC_Platinum)

Standard & Poor's NetAdvantage (industry surveys, company profiles)

Thomson One Banker (<http://banker.thomsonib.com/>)

Value Line Investment Survey (<http://www.valueline.com/>)

Venture eXpert (<http://vcexperts.com/vce/>)

VentureOne (<http://www.ventureone.com/>)

Marketing

E-Marketer (<http://live.emarketer.com/>) market research reports

Forrester Research (<http://www.forrester.com/>) market research reports

Jupiter Research (<http://www.jmm.com/>) market research reports

Plunkett Research Online (<http://www.plunkettresearch.com/>)

International Business

Euromonitor (<http://www.euromonitor.com/>) industry reports by country

Osiris (<http://www.bvdep.com/en/OSIRIS.html>) 45,000 worldwide companies

General Business Databases (Company Information)

Dun & Bradstreet's Million Dollar Database (<http://www.dnbmdd.com/mddi/>) Profiles for 1.6 million U.S. and Canadian public and private companies.

Kompass (<http://www.kompass.com/>) Profiles on 1.9 million companies in 75 countries.

Sports Business Research Network (<http://www.sbrnet.com/sbr/>)

ENDOWED SUBJECT COLLECTIONS

Endowed collections may be established for a minimum investment of \$10,000. The annual interest from the endowment is used to acquire books, journals, and other materials for the library's collection. We are particularly interested in establishing endowments for the following subject areas:

Innovation and Company Strategy
Business & Company History
Business Ethics and Social Responsibility
Entrepreneurship
Finance and Investments
High Technology Industries
International Business
Nonprofit Organizations

If you might be interested in discussing the establishment of an endowed collection, please contact David Duer (510-642-9377) in the Library Development Office or Milt Ternberg (510-642-5866) in the Long Business & Economics Library.

SPONSOR A BOOK

Donations to fund the purchase of one book are very welcome. This is often done in memory of someone, to honor someone, or to mark a special occasion. A bookplate will be attached to the book recognizing the donor and the person or event being honored. A minimum donation of \$100.00 is requested. Please contact the Library Development Office (<https://colt.berkeley.edu/urelgift/library.html>) and indicate that your gift is for the Long Library.

M. Ternberg
11-1-2006