

Long Library News

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Consumer Marketing and Demographic Data

Looking for easy to use and understand sources of consumer demographics and marketing data? The Long Library offers most of the titles produced by New Strategist Publications. All of the following titles are located in the Reference Collection.

American Attitudes: Who Thinks What About the Issues That Shape Our Lives. HN90 P8 M58 2000
American Generations: Who They Are, How They Live, What They Think. HC110C6M545 2003
The American Marketplace: Demographics and Spending Patterns. HA214 .A512 2001
American Men: Who They Are and How They Live. HQ1090.3 .A457 2002
American Women: Who They Are and How They Live. HQ1421 .S486 2002
Americans 55 & Older: a Changing Market. HQ1064 U5 A66 2001
The BabyBoom: Americans Aged 35 to 54. HN60 R868 2001
Best Customers: Demographics of Consumer Demand. HC79 C6 R87 2001
Household Spending: Who Spends How Much on What. HC110C6O35 2003
The Millennials: Americans Under Age 25. HQ796 M55 2001

Express Reference Collection

The Long Library's Express Reference Collection, located opposite the Reference Desk, is the place to start for locating company directories and specialized industry sources in print format. A list of the titles in the collection is located at <http://www.lib.berkeley.edu/BUSI/pdfs/exRef.pdf>.

Our "TEAM" of Article Databases

Searching for the electronic fulltext of articles can sometimes be an intriguing adventure. A citation or abstract is found in one database, but there is no fulltext available. This does not mean that we do not have the fulltext in another database or in print. If one does not have it, another may. For example, Marketing Week is indexed and abstracted in *ABI/Inform*, but the fulltext of the articles is located in *Factiva*. The following article databases should be used as a "team" when trying to locate electronic fulltext.

ABI/Inform
Computer Database
Expanded Academic ASAP
Factiva
Lexis-Nexis Academic
New York Time,
Wall Street Journal

You may also check Pathfinder, our online catalog, to see if we have the article in print, or in pdf format from a journal publisher.

Historical Annual Reports Collection

A list of the corporate annual reports in print format available in the Long Library may be found on our homepage <http://www.lib.berkeley.edu/BUSI/annualReports.html>. The collection begins in the late 19th century and ends in about 1969. The print collection is supplemented with a microfiche set that covers 1895-1973 http://www.lib.berkeley.edu/BUSI/pdfs/AR_fiche.pdf.

Cancellations

To meet the inflationary increases of many of our information products, we have had to cancel over \$17,000 in subscriptions. The major impact of these cancellations will be the loss of many magazines in print format such as *Broadcasting & Cable*, *Business Insurance*, *Canadian Business*, *ComputerWorld*, *Eweek*, *Financial Executive*, *Industry Week*, *InfoWorld*, *National Real Estate Investor*, *Pensions and Investments*, *Telephony*, etc. The electronic text of all of these titles is available in databases subscribed to by the Long Library.

Goodbye and Happy Retirement

Rebecca Lhermitte, a reference librarian in Long Library, retires at the end of June after more than 30 years of service to the University of California. She will be missed by many including the Haas MBA students who have become accustomed to her expert assistance via HaasRef.

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