

Business and Company Resource Center (BCRC) is a fully integrated database that brings together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals, enabling users to efficiently research business case studies, competitive intelligence, and career and investment opportunities. Use BCRC to find detailed company and industry news and information.

Computer commands, field names and mouse actions are in *Italics*.
Text that you must type is within single quote marks (' ').

To access Business and Company Resource Center:

- Go to: RCPL (<http://www.myrcl.com>)
- Click: **Research and Learning**
- Click: **Research Tools**
- Click: **Business and Investments (or View All Databases Alphabetically)**
- Click: **Business and Company Resource Center**
- Click: **Inside the Library OR Home Access**

1. I need to know if Square D is U.S. or foreign-owned.

- ❑ Leave the default setting at *Company Search*, type 'square d' in the *Quick Search* box and click the *Search* button.
- ❑ When the list appears, click the entry for *Square D*. The *Company Profile* page will appear.
- ❑ Scroll down (or advance) the page until arriving at *Ultimate Parent*. It is given as *Schneider Electric Industries S.A.S.*, with no address.
- ❑ Return to the *Search Page*, type 'schneider electric industries' in the *Quick Search* box, and click the *Search* button.
- ❑ When the *Company Profile (Company Name)* list appears, click the link for *Schneider Electric Industries, S.A.S.* The full address is in France.

2. A businessman needs the SIC and NAICS codes for the furniture industry.

- ❑ Type 'furniture' in the *Quick Search* box.
- ❑ From the *Company Search* drop down menu, select *Industry Description Search*.
- ❑ Click the *Search* button. A list of SIC and NAICS codes will appear for the furniture industry.

3. I'm accustomed to using the print version of Ward's Business Directory of U.S. Private and Public Companies. Is this source included in the *Business and Company Resource Center database*?

- ❑ At the top of the page, click *List of Sources*.
- ❑ Scroll through the alphabetical *List of Sources* used by this database. Ward's Business Directory of U.S. Private and Public Companies is included.

4. A student wants full-text articles on how the September 11 terrorist attacks have affected business.

- ❑ Click the *Advanced Search* tab.
- ❑ Leave the *Content Area* setting at *News/Magazines*.
- ❑ Type '9/11' in the first *Keyword* search box.
- ❑ Type 'business' in the second *Keyword* search box.
- ❑ At the *Limit To* field, click the box next to *Full-text Articles*.
- ❑ Click the *Search* button. Over 600 results will be retrieved.

5. A newly graduated college student wants to know which companies and areas of the country are ranked 'best' for black Americans.

- ❑ Click *Advanced Search*.
- ❑ From the *Content Area* drop down menu, select *Rankings*.
- ❑ Type 'blacks' in the search box and select *Keyword* for that search.
- ❑ Click the *Search* button. Sources ranking companies, metropolitan areas and colleges by black population will appear.

6. A businessperson wants financial information for the Bank of America Corporation.

- ❑ Type 'bank of america' in the *Quick Search* box.
- ❑ Click the *Search* button.
- ❑ Click *Bank of America Corp* from the displayed *Company Profile (Company Name)* list.
- ❑ Click the *Financials* tab near the top of the page. The *Company Financials* for Bank of America will appear, including *Income Statement*, *Balance Sheet*, *Cash Flow*, and *Ratios*.

7. I want the ticker symbol and some investment advice for Krispy Kreme Doughnuts.

- ❑ Type 'krispy kreme doughnuts' (or 'krispy kreme') in the *Quick Search* box.
- ❑ Click the *Search* button.
- ❑ Click *Krispy Kreme Doughnuts Inc. (KKD)* from the list which appears. *KKD* is the ticker symbol.
- ❑ When the *Krispy Kreme Company Profile* appears, click the *Investment Reports* tab near the top of the page. The reports will be listed in reverse chronological order.