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Library resources

Learning spaces

Fisher Library
Now open 24/7
You can book a group study room for up to 2 hours per day via library.sydney.edu.au

Collection focus: Business, Arts, and Social Sciences
Facilities: Access a kitchen (level 3) and 2 sleep pods (level 4)

SciTech Library
Located on Level 1, Jane Foss Russell Building
160 City Road

Hours during semester: 8am-10pm (Mon-Thurs); 8am-8pm (Fri); 9-5pm (Sat); and 1-5pm (Sun)
ThinkSpace
Play and experiment with new technologies

Where? - Lounge above the SciTech Library

Technology available
- MakerBot 3D Printer + Scanner
- Carvey: tabletop 3D carving machine
- Macs with Adobe Design Suite
- BB-8
- Google Cardboard VR viewer

Peer Learning Advisors
Available 11am - 7pm (weekdays)

Learn more - library.sydney.edu.au/libraries/locations.html
Library website

How to access
Go to library.sydney.edu.au

OR

Go to the University of Sydney’s website www.sydney.edu.au and click on the Library link at the top right of the screen.

Key features
You can access many of the Library’s resources while you’re off campus.

MyLoans - view/renew your loans + request items from other Libraries

Study - access subject and referencing guides

CrossSearch - find articles and books about a subject

Databases - find journal articles, news, industry reports etc.

Catalogue - does the Library have a particular book, eBook or journal?

Hours
Library databases

The Library’s research databases provide access to credible information that you can use for your assignments including:

- Company profiles and industry reports
- News
- Scholarly and professional/trade articles
- eBooks

How to access

1. Go to library.sydney.edu.au
2. Click on the Databases link that appears beneath the main search box.

You’ll then be presented with the following page.

Databases and e-resources

Search / browse databases A – Z by title

By subject:

- General & multi-subject
- Arts & social sciences
- Business

View the key databases for your subject

- Accounting
- Business information systems
- Business law (Law subject list)
- Economics & business statistics
- Finance
- International business & entrepreneurship
- Marketing
- Transport/logistics
- Work & organisational studies

Search / browse databases A-Z by title - the A-Z list is useful if you’re trying to find a specific database e.g. Factiva.

By subject - view a list of the key databases for your subject area e.g. Accounting, Marketing, International Business & Entrepreneurship etc.
Company and industry research tools

Company and industry research guide
libguides.library.usyd.edu.au

The Library has compiled a series of guides that cover:
- The best databases in a particular subject area
- How to find specific types of content e.g. company information, industry reports, etc.

How to access

1. Go to library.sydney.edu.au
2. Select Study > Subject guides
3. Click on the Business menu to view a list of available guides.
Select Company, industry and country information
Select the type of information you require e.g. industry information.

You'll then be taken to a page that lists the best resources to use.

libguides.library.usyd.edu.au/market_intelligence

Company, industry and country information: Home

Recommended guides

You can access the following guides via the Business menu:

International Business
libguides.library.usyd.edu.au/ibus

Company, industry, and country information
libguides.library.usyd.edu.au/market_intelligence

Journal articles, news, and case studies
libguides.library.usyd.edu.au/business_literature
Learn more about an industry

You can access the following resources via the Library’s databases page and company and industry research guide.

<table>
<thead>
<tr>
<th>Database</th>
<th>Use it to…</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IBISWorld</strong></td>
<td><strong>Access:</strong></td>
</tr>
<tr>
<td></td>
<td>▪ Australia Industry Reports (ANZSIC) - 500+ industry reports</td>
</tr>
<tr>
<td></td>
<td>▪ Australia Specialized Industry Reports - 250+ reports on niche and emerging markets</td>
</tr>
<tr>
<td></td>
<td>▪ Australia Business Environment Profiles - 200+ profiles on key drivers that may impact on an industry’s performance e.g. average weekly earnings, commodity prices, etc.</td>
</tr>
<tr>
<td></td>
<td>▪ Global Industry Reports - 70+ reports</td>
</tr>
<tr>
<td><strong>Passport (Euromonitor)</strong></td>
<td>Passport is a global market research database that provides information on industries, consumers, and countries. Passport’s industry coverage = consumer goods and services.</td>
</tr>
<tr>
<td><strong>Business Source Ultimate</strong></td>
<td><strong>Access:</strong></td>
</tr>
<tr>
<td></td>
<td>▪ Industry reports (Australia and overseas)</td>
</tr>
<tr>
<td></td>
<td>▪ Trade publications</td>
</tr>
<tr>
<td></td>
<td>▪ Journal articles e.g. Harvard Business Review</td>
</tr>
<tr>
<td><strong>ABI/INFORM</strong></td>
<td><strong>Access:</strong></td>
</tr>
<tr>
<td></td>
<td>▪ Industry reports (Australia and overseas)</td>
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<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td>▪ Journal articles</td>
</tr>
<tr>
<td><strong>Gartner</strong></td>
<td>Access technology research, predictions, and insights.</td>
</tr>
<tr>
<td></td>
<td>Gartner is particularly well known for the following report series:</td>
</tr>
<tr>
<td></td>
<td>▪ Magic Quadrants - evaluate competing technology providers within a market</td>
</tr>
<tr>
<td></td>
<td>▪ Hype Cycles - examine the maturity and adoption of particular technologies</td>
</tr>
<tr>
<td>Database</td>
<td>Use it to…</td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Factiva</td>
<td>Search for news on industries, companies, and topics.</td>
</tr>
<tr>
<td></td>
<td>Factiva’s news archive includes all major Australian and international newspapers.</td>
</tr>
<tr>
<td>AFR.com</td>
<td>Access a digital version of the <em>Australian Financial Review</em> - Australia’s leading source of business news.</td>
</tr>
<tr>
<td></td>
<td>Click on the <strong>Business</strong> tab to access recent news on a range of major industries.</td>
</tr>
<tr>
<td></td>
<td>The Library also provides full-text access to the <em>Sydney Morning Herald</em> website.</td>
</tr>
</tbody>
</table>
Learn more about a company

You can access the following resources via the Library’s databases page and company and industry research guide.

<table>
<thead>
<tr>
<th>Database</th>
<th>Use it to…</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBISWorld</td>
<td>Access a profile report on the top 2000 companies in Australia and NZ.</td>
</tr>
<tr>
<td></td>
<td>If your company isn’t covered, check out the industry report for the market in which they operate.</td>
</tr>
<tr>
<td>Company360</td>
<td>Access a profile report on the top 50,000 public and private companies in Australia</td>
</tr>
<tr>
<td></td>
<td>Click on the magnifying glass icon at the top right of the screen to search for a company profile.</td>
</tr>
<tr>
<td>DatAnalysis</td>
<td>Access information on ASX listed companies:</td>
</tr>
<tr>
<td></td>
<td>▪ Business summary and history</td>
</tr>
<tr>
<td></td>
<td>▪ 10 years of financial data</td>
</tr>
<tr>
<td></td>
<td>▪ ASX announcements</td>
</tr>
<tr>
<td></td>
<td>▪ Share price and dividend history</td>
</tr>
<tr>
<td>Passport (Euromonitor)</td>
<td>Access information on the world’s leading consumer goods companies.</td>
</tr>
<tr>
<td></td>
<td>Click on the Companies tab at the top right of the screen.</td>
</tr>
<tr>
<td>ABI/INFORM</td>
<td>Access news and profile information on major companies from Australia and around the world.</td>
</tr>
<tr>
<td></td>
<td>Enter the name of a company into the Company/organization search box.</td>
</tr>
</tbody>
</table>
| **Business Source Ultimate** | Access information on major companies from Australia and around the world.  
Click on the **Company Profiles** link via the right hand side of the homepage to search for company reports.  
**Company Profiles**  
Click on the **Company Information** button at the top of the homepage to access more detailed company information e.g. articles, news, SWOT analyses, and related industry reports. |
| **Factiva** | **News** - search for news coverage of a particular company. Factiva covers all major newspapers from Australia and around the world.  
**Company profiles** - access global company profiles via **Companies/Markets > Company**.  
**Companies/Markets** |
| **Social Media** | Does the company have a presence on any social media platforms? e.g. LinkedIn, Twitter, Facebook, etc. |

**Bloomberg terminals**

Bloomberg terminals are one of the most popular and well regarded sources of real-time financial information. Bloomberg provides access to analyst reports and historical share prices.

Bloomberg terminals also cover currencies, commodities, derivatives, analyst forecasts, and news.

**How to access a Bloomberg terminal**

- The Business School provides 40 terminals for student use  
- Go to the Codrington Building (H69) - level 1 (labs 3 and 4)  
- Students can use the terminals when there are no lectures or tutorials  
- Login details can be found on the side of each terminal
Search tips

The following tips may help you save time and limit your frustration when trying to find company and industry information.

What do you know about the company?

Some databases only cover specific types of companies (e.g. ASX-listed companies) or companies based in a particular country/region.

In order to pick the right database, you need to know the answer to the following questions:

- **What is the ownership status of the company?** Is it a publicly traded company e.g. listed on the Australian Securities Exchange (ASX) or a private entity?
- **Where is the company located?** Is it based in Australia? The UK? The Cayman Islands?

Refer to company register sites for private companies

It’s often difficult to find information on small private companies. A good starting point is the company register website for the country where the business is registered.

You can view a list of company registers by country via Wikipedia - en.wikipedia.org/wiki/List_of_company_registers. In many countries, private companies aren’t required to disclose their shareholder details or financials.

Use Wikipedia with caution

www.wikipedia.org

Wikipedia generally provides a useful overview of a topic. The site may also contain links to other relevant sources in the reference list at the bottom of each page.

However, it’s not appropriate to cite Wikipedia as a source in your assignments. Wikipedia does not qualify as a scholarly resource as anyone can edit the site and you don’t always know who wrote the information.

You also need to check if the information and statistics referred to in a Wikipedia article are up-to-date and credible (produced by an official or well-regarded institution).

Think of variations in spelling (UK v US English)

Aluminium (UK/Aus) v Aluminum (US)

Organisation (UK/Aus) v Organization (US)
Is the company’s trading name different from its legal name?

For example, Deliveroo (food delivery company) is registered in the UK as Roofoods Limited.

**Tip:** The privacy or legal page within a company’s website, will generally state the correct legal name of the business.

For more information refer to - ‘What's the difference between a business name, a trading name and a legal name?’, Sydney Morning Herald, 23 May 2014 <http://www.smh.com.au/small-business/resources/whats-the-difference-between-a-business-name-a-trading-name-and-a-legal-name-20140522-38s6g.html>

Is the company part of a larger parent company?

For example, the clothing retailer Zara is part of the Inditex fashion group. If you want to find information on Zara, you should also include Inditex as part of your search.

Think of the different ways that an industry or business issue may be described

For example, autonomous vehicles may also be referred to as driverless cars or self-driving cars.

If you can’t find information on a specific product, look for information on the broader market/industry.

- chocolate → confectionery  
  - yoghurt → dairy
- lamb → meat  
  - iPad/tablets → consumer electronics

Can’t find the information you need? Be persistent!

Company and industry research generally isn’t about finding one key resource that contains everything you need to know for your assignment.

It’s instead like putting together the different pieces of a jigsaw puzzle to build a complete picture.

Contact the Business School’s Librarians for help

We encourage you to ask for advice on where to find information for your assignments. It’s our job to help you!

Go to tinyurl.com/buslibhelp for our contact details.
IBISWorld

IBISWorld is a major provider of Australian company and industry research.

The University of Sydney subscribes to six IBISWorld modules:

1) **Australia Industry Reports (ANZSIC)**
   - 500+ Australian industry reports

2) **Australia Specialized Industry Reports**
   - 250+ reports on niche and emerging markets e.g. coffee shops, nightclubs, App developers, luxury hotels, personal trainers, online shoe sales etc.

3) **Australia Company Reports**
   - Access profile reports on the top 2000 companies in Australia and NZ based on revenue.

4) **Australia Company Wizard**
   - Build company lists - based on key details about the top 2000 companies.

5) **Australia Business Environment Profiles**
   - 200+ profiles on key drivers that may impact on an industry’s performance.

6) **Global Industry Reports**
   - 70+ global industry reports
Search activity

Locate IBISWorld reports that mention beer.

1. Enter **beer** into one of the search boxes on the IBISWorld homepage.

   ![IBISWorld search interface](image)

   **Start your search here:**
   - Search by keyword, company or code: beer
   - Browse report listings:
     - Australia Industry Reports (ANZSIC)
     - Australia Specialized Industry Reports
     - Global Industry Reports
     - Australia Business Environment Profiles
     - Australia Company Reports
     - Australia Company Wizard

2. You'll then be presented with a list of reports that contain your search terms.
   
   Click on the **Craft Beer Production in Australia** industry report.

   ![IBISWorld search results](image)

   **Industry Reports (Australia)** (1 to 5) of 44 matches
   - Beer Manufacturing in Australia - C1212
   - Online Beer, Wine and Liquor Sales in Australia - OD4087
   - Craft Beer Production in Australia - OD5071
   - Liquor Retailing in Australia - G4123
   - Liquor Wholesaling in Australia - F3606a

   **Industry Reports (Global)** (1 to 5) of 5 matches
   - Global Beer Manufacturing - C1121-GL
   - Global Spirits Manufacturing - C1122-GL

3. Use the tabs across the top of the page to view specific chapters within the report.

   ![IBISWorld report view](image)

   **Download the full report in PDF**
   **Print the current page**
   **Search within the current report**
Company360

Company360 covers Australia’s top 50,000 private and public companies.

You can use the site to:

- **Access company profiles** - access financials, corporate family trees, key personnel, operations, competitors, recent events, professional services, etc.
- **Create company lists** - identify companies based on location, industry, revenue, etc.

Company360 is owned by Dun & Bradstreet which is an information broker for the Australian Securities & Investments Commission (ASIC).

---

**How to access Company360**

1. Open the Library’s Databases page - library.sydney.edu.au/databases
2. Click on the letter C beneath the databases A-Z by title heading.
   
   **Search / browse databases A – Z by title**
   
   A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3. Click on the Company360 link from the list of available databases.
   If prompted, enter your UniKey and password.

---

**Financial information**

Company360’s financial data is drawn from the financial reports that companies lodge with ASIC.

Not all companies are required to lodge a financial report with ASIC.

---
**Search activity**

**Locate a company profile report on Google Australia Pty Ltd**

1. Click on the magnifying glass icon at the top right of the homepage.

2. Enter the name of a company (Google Australia) into the search box provided.

3. You’ll then be presented with a company report page.
   Use the menu on the right-hand side of the page to access more information on the company e.g. operations, shareholders, family tree, competitors, etc.

**Report downloads**

Unfortunately, you can’t download PDF company reports via the University’s account.

You will need to view the report’s content on screen.
DatAnalysis

DatAnalysis provides access to information on ASX-listed companies including:

- Annual reports
- Share price history - monthly (Jan 1988- ) and daily (Jan 2000- )
- Financial data - covers past 10 years
- Corporate details - listing date, latest share price, address of head office, etc.
- Business summary - operations and business divisions
- Directors and management - Director profiles and trades
- Corporate actions - details of any bonus issues, calls payable, cash issues, company reconstructions etc. (July 1999- )
- Shareholder information - substantial, top 20 and distribution of shareholders

The site also covers delisted companies from 1989 onwards.

How to access DatAnalysis

1. Open the Library’s Databases page - library.sydney.edu.au/databases
2. Click on the letter D beneath the databases A-Z by title heading.
   Search / browse databases A – Z by title
   A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
3. Click on the DatAnalysis Premium link from the list of available databases.
   If prompted, enter your UniKey and password.

Access a company profile

Enter the company’s name or ASX code into the search box at the top right of the screen e.g. Telstra.
The left-hand menu of each profile page provides access to specific types of company information e.g. share price history, annual reports, financial data, and ASX announcements.
Passport - Euromonitor

Passport is a global market research database that provides business intelligence on industries, consumers, and countries.

Passport’s industry analysis primarily covers consumer goods and services.

Key features

- Build a custom search
- Browse through Passport’s key research collections
- Run a basic keyword search
- Search or browse for data and analysis
- Select CATEGORIES AND TOPICS for industry, economic and consumer topics
- View country rankings based on industries and demographics
- Find analysis by industry or topic
- Interact with the site’s data in a visual way
- Latest articles

Alcoholic Drinks: Quarterly Statement Q1

Global Briefing | 06 Mar 2017

Passport’s key baseline projections, this latest analysis highlights the markets and categories positioned favourably or defensively in the evolving alcoholic drinks arena. From where are the momentum and dangers coming? Which country’s heavy shadow lifts global volume projections higher, despite underlying macro dangers still lurking on the horizon?

Learn more about economies in 2016
Search example

Find information on the market for beer in Italy.

1 a) Hover over the Industries tab at the top of the Passport homepage.
   b) Click on the most relevant industry category i.e. Alcoholic Drinks

2 a) Click on the Choose geography menu beneath the ANALYSIS FINDER heading.
   b) Click on the + sign next to Western Europe
   c) Scroll through the list of countries and click on Italy

3 Click on the Go button at the bottom of the ANALYSIS FINDER box.

4 You’ll then be presented with a list of search results.
   Click on the Beer in Italy report.
Use the left-hand menu to export the report into PDF, access statistics used in the report, and view other relevant reports.

**Consumer information**

The **Consumers** tab provides access to research and analysis about consumer trends, demographics, and preferences.

The drop-down menu links to 5 key areas: **Digital Consumer; Households; Income and Expenditure; Lifestyles; and Population.**
Factiva

Factiva covers over 22 million public and private companies, including 300,000 Australian companies.

How to access Factiva

1. Open the Library’s Databases page - library.sydney.edu.au/databases
2. Click on the letter F beneath the databases A-Z by title heading.
3. Click on the Factiva link from the list of available databases.
Search activity - Find a company profile

Locate a company profile of Wesfarmers.

1. From the Factiva homepage, select **Companies/Markets > Company**

   ![Factiva homepage screenshot](image)

   **Step 1**

2. Enter the name of a company (Wesfarmers) into the blank search box at the top left of the page.

   As you type, a list of potential matches will appear.

   Click on **Wesfarmers Ltd** to be taken to the company’s snapshot profile page.

   ![Factiva search screenshot](image)

   **Step 2**

   **Note:** If you press enter or click on the blue **Go** button, you’ll need to select a company from the list of search results.

3. You’ll then be presented with the company’s snapshot profile page.

   You can view specific types of content via the left-hand menu.

   The amount of information available will depend on the size and ownership of the company.

   ![Wesfarmers Ltd profile screenshot](image)

   **Step 3**
ABI/INFORM

ABI/INFORM provides access to company and industry research reports by:

- Acquisdata
- Business Monitor International
- Canadean
- Emerging Markets Direct
- First Research
- ICD Research Reports
- Oxford Analytica
- Oxford Economic Forecasting
- World Market Intelligence

How to access ABI/INFORM

1. Open the Library’s Databases page - library.sydney.edu.au/databases

2. Click on the letter A beneath the databases A-Z by title heading.

   Search / browse databases A – Z by title

3. Click on the ABI/Inform Collection link from the list of available databases.
Search activity

Locate information on beer/alcohol in Japan

1. a) Type Japan* into the top search box
   b) Type beer or alcohol* into the search box below
   c) Use the drop-down menus at the right of the page to limit both searches to the Document title - TI of each item.

2. You’ll then be presented with a list of results.
   You can use the left-hand menu to filter your results by source type (e.g. trade journals, news, etc) and date.

3. Click on the green Search button to view a list of search results.

Note: If you want to broaden your search (access more results), click on the Modify Search link at the top right of your results page and then change your search criteria from Document title - T to Abstract - AB.
Business Source Ultimate

Business Source Ultimate provides access to company profiles, industry information, and market research from around the world.

How to access Business Source Ultimate

1. Open the Library’s Databases page - library.sydney.edu.au/databases

2. Click on the letter B beneath the databases A-Z by title heading.

   **Search / browse databases A – Z by title**

   A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3. Click on the Business Source Ultimate link from the list of available databases. If prompted, enter your UniKey and password.
Search example

Locate information on the **ice cream** and **frozen yoghurt** industry.

1. Enter “ice cream” OR “frozen yoghurt” into the search box at the top of the **Business Source Ultimate** homepage.
   
   Click on the drop-down menu to the right of the search box and select **TI - Title**.

2. Scroll down to the **Publication Type** section.
   
   Select **Industry Profile**

3. Click on the **Search** button.

4. You’ll then be presented with a list of search results.
Gartner

Gartner is a leading provider of technology research, predictions, and insights. Its technology market research covers a range of industries including financial services, education, energy, government, healthcare, manufacturing, and retail.

Gartner is particularly well known for the following report series:

- **Magic Quadrants** - evaluate competing technology providers within a market
- **Hype Cycles** - examine the maturity and adoption of particular technologies
### Training videos, films, and documentaries

You can access the following resources via the Library’s databases page.

<table>
<thead>
<tr>
<th>Database</th>
<th>Use it to…</th>
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</thead>
<tbody>
<tr>
<td><strong>Kanopy</strong></td>
<td>Access films and documentaries. Kanopy describes itself as the ‘Netflix of education’. Select <strong>Subjects &gt; Business</strong> to view films grouped by the following subject areas: Career Development; Business Case Studies; Business Skills; Economics &amp; Globalization; and Leadership Training</td>
</tr>
</tbody>
</table>
| **Lynda.com** | Lynda.com is a leading online learning platform. The site provides access to courses/videos on a range of professional skills e.g. leadership, management, data analysis, marketing, IT, design, etc. Lynda.com is now owned by LinkedIn. How to access:  
   - Go to [www.lynda.com](http://www.lynda.com)  
   - Click on **Sign In** (at top right of page)  
   - Click on **Sign in with your organization portal**  
   - Enter *sydney.edu.au* and click on **Continue**  
   - Enter your UniKey and password. Click on **Continue** |

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News articles

Factiva

Factiva provides access to an extensive archive of news and business publications from Australia and around the world.

How to access Factiva

1. Open the Library’s Databases page - library.sydney.edu.au/databases
2. Click on the letter F beneath the databases A-Z by title heading.
   Search / browse databases A – Z by title
   A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
3. Click on the Factiva link from the list of available databases.

How to conduct a press search

You can use a combination of the following fields to construct your press search.

- Enter your search terms and connectors
- Select a date range
- Limit your search to particular sources
- Search for articles that have been tagged as being about a particular company, subject, industry or region
- Option to limit your search to the headline and lead paragraph of an article
Factiva search operators

If you enter a series of words into Factiva e.g. startup funding Australia, Factiva will treat those words as an exact phrase. This may result in only a few or no results.

To retrieve a targeted list of relevant results, you need to separate distinct words and phrases with either a search operator or proximity connector.

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“ ”</strong></td>
<td>Search for an exact phrase. Quotation marks aren’t necessary unless you’re searching for a phrase that contains another search operator e.g. and, or, not, same and near.</td>
<td>&quot;not for profit&quot; &quot;research and development&quot;</td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td>Search for both terms</td>
<td>innovation AND Apple</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Search for either term</td>
<td>Apple OR Samsung</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Exclude a word from your search results</td>
<td>Apple NOT Samsung</td>
</tr>
<tr>
<td>*** **</td>
<td>Truncation - locate variant endings of a word.</td>
<td>tax* = taxation, taxing etc.</td>
</tr>
<tr>
<td><strong>?</strong></td>
<td>Search for different variations of a single character e.g. either s or z.</td>
<td>global?ation Retrieves results that mention both globalisation (UK) and globalization (US).</td>
</tr>
<tr>
<td><strong>SAME</strong></td>
<td>Search terms on either side of this operator must appear in the same paragraph.</td>
<td>innovation SAME Apple</td>
</tr>
<tr>
<td><strong>nearN</strong></td>
<td>Search terms on either side of this operator must appear within up to the specified number of words of each other.</td>
<td>innovation near5 Apple</td>
</tr>
<tr>
<td>( OR )</td>
<td>Search for any of the words enclosed within the set of brackets</td>
<td>“social media” AND (Twitter OR Facebook OR Instagram) Results must contain the phrase social media and either Twitter, Facebook or Instagram.</td>
</tr>
</tbody>
</table>

Research tip - draft a list of potential search terms

Journalists don’t always use the same keywords to describe a particular topic, event, or issue. To ensure that you don’t miss out on any relevant articles, search on a variety of synonyms and terms that relate to each subject e.g. company = enterprise, business, organisation etc.

You should also consider potential variations in spelling e.g. organisation (Aus/UK) vs. organization (US).
Search example

Search for **Australian news** articles from the **past 12 months** on the regulation of drones.

Compare the number of results that display when you run the following 2 searches:

- drone and (regulat* or legislation or law or policy)
- drone near15 (regulat* or legislation or law or policy)

**To limit your search to major Australian sources:**

1) Click on the **Source** menu beneath the **Free Text** search box.

2) Click on the + sign next to **Major News and Business Sources** and then click on the **Australia/New Zealand** group

**Working with your search results**

- Switch between different content types
- Print, download or e-mail selected news items
- Edit your search
- Filter your results
- Select articles to print and download
Tips for finding news on a company

Don’t type Ltd or Pty Ltd at the end of a company’s name
News articles generally don’t include the full legal name of a company.
e.g. The Good Guys Discount Warehouses (Australia) Pty Ltd.
Search for the commonly used part of the company’s name e.g. The Good Guys.

Is the company known by another name?
For example, CBH Group is also referred to as Co-operative Bulk Handling.
To search for more than one company name at a time, type the word OR between each name e.g. CBH Group OR Co-operative Bulk Handling

Double check the spelling of unique company names
Unlike Google, Factiva doesn’t fix spelling errors.

Is the company name a common word or phrase? e.g. Mars
Add additional keywords that relate to the business e.g. Mars AND chocolate

Does the company sponsor a sports team or stadium?
If so, you may retrieve lots of sports related articles. To limit these results, type the word NOT in front of the irrelevant word that you’d like to exclude.
Examples:
- Etihad NOT stadium  (will find news on Etihad but not about Etihad Stadium)
- Qantas NOT Wallabies  (will find news on Qantas but not about the Qantas Wallabies rugby team)

Use the Company search field with caution
Factiva uses an algorithm to apply tags to every article based on the company, subject, industry, and geographic region mentioned within each news item.

You can use the Company search field to quickly find news about a particular company. However, the results can be hit and miss. You will retrieve more results if you enter the name of the company into the Free Text search box.

![Company search field example](image-url)
Limit your search to particular sources

As part of your search strategy, you should think about the types of publications that are likely to contain relevant articles on your topic.

How to limit your search to a particular source

Complete the following steps via Factiva’s Search Builder page:

1. Click on the Source menu beneath the Free Text search box.

2. Start typing The Sydney Morning Herald (or the name of another publication) into the source search box.
   As you type, sources that match your search terms will appear in a drop-down menu.

3. Click once on the name of a particular source to add it to your search.
   The publication will appear at the top of the Source menu highlighted in yellow.

4. Repeat steps 2-3 for another publication e.g. The Australian Financial Review.

Find sources by region, industry etc.

If you’re not sure of which publications to search across, Factiva contains several source lists grouped by industry, region, language, and content type.

1. Click on the Source menu beneath the Free Text search box.

2. Click on the Select Source Category drop-down menu and select one of the available options e.g. By Industry.
# Major Australian sources

Key Australian sources that are available via Factiva include:

<table>
<thead>
<tr>
<th>Source</th>
<th>Coverage details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Broadcasting Corporation (ABC) News</td>
<td>1 January 2001 onwards</td>
</tr>
<tr>
<td>Australian Broadcasting Corporation Transcripts</td>
<td>23 March 2003 onwards</td>
</tr>
<tr>
<td></td>
<td>Transcripts of selected news and current affairs programs</td>
</tr>
<tr>
<td>BRW (Australia)</td>
<td>13 Jan 1989 - 23 Feb 2016</td>
</tr>
<tr>
<td>Note: You'll need to untick the Exclude Discontinued Sources box</td>
<td></td>
</tr>
<tr>
<td>Business News (Australia) formerly WA Business News</td>
<td>7 March 2002 onwards</td>
</tr>
<tr>
<td>Business Spectator - Online</td>
<td>9 February 2010 onwards</td>
</tr>
<tr>
<td>Canberra Times (Australia)</td>
<td>3 September 1996 onwards</td>
</tr>
<tr>
<td>Courier Mail (Brisbane)</td>
<td>20 January 1998 onwards</td>
</tr>
<tr>
<td>Daily Telegraph (Sydney, Australia)</td>
<td>8 July 1996 onwards</td>
</tr>
<tr>
<td>FN Arena (summarises recommendations by leading stock brokers and investment advisers in Australia)</td>
<td>10 January 2007 onwards</td>
</tr>
<tr>
<td>Herald-Sun (Melbourne)</td>
<td>23 July 1997 onwards</td>
</tr>
<tr>
<td>Sun Herald (Sydney)</td>
<td>7 June 1987 onwards</td>
</tr>
<tr>
<td>Sunday Age (Melbourne)</td>
<td>27 January 1991 onwards</td>
</tr>
<tr>
<td>The Age (Melbourne)</td>
<td>19 January 1991 onwards</td>
</tr>
<tr>
<td>The Australian</td>
<td>8 July 1996 onwards</td>
</tr>
<tr>
<td>The Australian Financial Review</td>
<td>1 September 1987 onwards</td>
</tr>
<tr>
<td>The Sydney Morning Herald</td>
<td>1 September 1986 onwards</td>
</tr>
<tr>
<td>The West Australian (Perth)</td>
<td>2 August 1996 onwards</td>
</tr>
</tbody>
</table>

### Why are there 2 records for some publications?

- Search across the full-text of a particular newspaper or publication. You can download articles in Word or PDF format.
- Search across an online news site. Factiva will provide an abstract of the article and a link to the external news site.
Other news sources

You can access the following resources via -
libguides.library.usyd.edu.au/business_literature/news

**Fairfax news sites (AFR, SMH and The Age)**
The Library now provides unlimited access to the following new sites:

- Australian Financial Review - AFR.com
- Sydney Morning Herald - smh.com.au
- The Age - theage.com.au

**The Australian website**
USYD staff and students have unlimited digital access to The Australian until 25 August 2017. Learn more via - http://s1.sydney.edu.au/about/theaustralian.php

**The Economist**
The Economist magazine isn’t available via the University’s Factiva account. However, it can be accessed via ProQuest.

Learn more via - libguides.library.usyd.edu.au/business_literature/news

**Google News**
news.google.com
Search across freely available news sites.

**Other sites**

- Startup daily - www.startupdaily.net
- Startup Smart - www.startupsmart.com.au
- Smart Company - www.smartcompany.com.au
- Entrepreneur - www.entrepreneur.com
- Inc. - www.inc.com/startup
Google search tips

A Google search can help you to locate relevant information published on government and industry websites. The following search operators can help you to generate a more targeted and relevant list of search results.

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot; &quot;</td>
<td>Search for an exact word or phrase.</td>
<td>“business plan” “remuneration”</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Search for either term</td>
<td>“crowd funding” barriers OR challenges OR issues</td>
</tr>
<tr>
<td><strong>site:</strong></td>
<td>Exclude a word from your search results</td>
<td>drones -military</td>
</tr>
<tr>
<td><strong>site:</strong></td>
<td>Limit your search to a particular website.</td>
<td>netflix site:nytimes.com &quot;emotional intelligence&quot; site:hbr.org</td>
</tr>
<tr>
<td><strong>Australia</strong></td>
<td>Limit your search to a class of sites e.g. Government or Academic websites.</td>
<td>crowdfunding site:.gov.au leadership teamwork site:.ac.uk</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td>Government &gt; site:.gov.uk Academic &gt; site:.ac.uk</td>
<td></td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td>Government &gt; site:.gov Academic &gt; site:.edu</td>
<td></td>
</tr>
<tr>
<td><strong>filetype:</strong></td>
<td>Restrict your search to a particular file type.</td>
<td>“cross cultural” leadership filetype:pdf</td>
</tr>
<tr>
<td><strong>Common file types</strong></td>
<td>Adobe PDF (.pdf) HTML (.htm, .html) Microsoft Excel (.xls, .xlsx) Microsoft PowerPoint (.ppt, .pptx) Microsoft Word (.doc, .docx)</td>
<td></td>
</tr>
</tbody>
</table>

1 Google automatically searches for synonyms of your search terms. For instance, a search on the word *remuneration* will also retrieve results that mention the words pay, salary, income etc. To limit your results to pages that contain an exact word, place double quotation marks around the word e.g. “remuneration”.

---
Filter your search results by date

To filter your results based on when they were published online:

1. Click on the Search tools button at the top of your results page.
2. Click on the Any time drop-down menu.
   You will then be presented with the option to limit your list of results to content from the past hour, 24 hours, week, month or year. You can also select Custom range to enter a specific date range.

3. You will then be presented with the option to sort your results by date or relevance.
   Select the Sorted by date option to view the most recent results at the top of your screen.

Advanced Search

Enter your keywords into a series of pre-defined search fields -
www.google.com/advanced_search
**Google search activities**

Refer to the Library’s **Google search tips** to develop a search strategy for the following tasks.

1. **Find information about the marketing of alcohol via Snapchat or Instagram**

   **Which search operator/s could be used?**

   **Search strategy:**

2. **Find information about the video game market across Australian Government sites**

   **Which search operator/s could be used?**

   **Search strategy:**
### 3. Locate recent news articles about Uber via the Sydney Morning Herald website - www.smh.com.au

Which search operator/s could be used?

**Search strategy:**

- [ ]
- [ ]

### 4. Find some examples of business plans for a start-up. Limit your results to PDF files.

Which search operator/s could be used?

**Search strategy:**

- [ ]
- [ ]
Should you browse or search across a website?

When you shop online, do you:

- Search for a specific item (e.g. 4 Pines Pale Ale beer)? **OR**
- Browse through pages of available products (e.g. all craft beers)?

**When to search:**

Searching is useful when you're after a specific product or piece of information that you know is available via a website.

**When to browse:**

Browsing is useful when you are using a website for the first time, or are unfamiliar with the site’s contents.

Browsing can help you to discover products (or articles, news, and reports) you may not have thought of or knew existed.
How to evaluate your search results

When completing your assignments, you’re often required to use scholarly material to support your arguments. Scholarly means written by qualified academic experts and supported by research and references.

You can evaluate the quality of non-scholarly sources by applying the:

**C.R.A.P. Test**

**Currency**

Is the information recent enough for your topic?
- Has it been published in the last \( x \) years? (\( x \) will vary, depending on your topic)
- If you have a historical research topic, was it published around the date of the original event?

**Reliability/Relevance**

Where does the information come from, and does the information apply to your topic?
- Is it a primary or secondary source?
- Are methods or references provided?
- Who published the information?
- Was it peer-reviewed?
- Does all of the information apply to your topic, or only part of it?
- Is the information general or detailed?
- Is the information balanced or biased?

**Authority**

Who authored this information?
- Was it a single person or several people?
- Was it a corporation or organization?
- Are their credentials provided?
- What is their reputation or expertise?

**Purpose/Point-of-View**

What was the intent of the author, and how is the author connected to the information?
- Who is the intended audience?
- Is the information intended to inform, persuade, sell, entertain, ...?
- Is this a first-hand account of an event or research?
- Does the author have a vested interest in the topic?

**Additional Questions for Online Sources:**
- What is the domain (i.e. .com, .org, .gov, .edu)?
- Who is the site publisher or sponsor, and is this information easy to find?
- Has it been updated recently?
- Are there any advertisements or other distractions?
- Could the site be ironic, like a satire or a spoof?

**Source:** Mercer University - https://libraries.mercer.edu/research-tools-help/citation-tools-help/images/PrintableCRAPtest.pdf
Find journal articles on a topic

Your search strategy

When using the Library’s research databases and even Google, you need to break your research topic down into a series of keywords that are likely to appear in the text of relevant articles and websites.

Before you conduct any searches, it can help to undertake some background reading on the topic to familiarise yourself with any important concepts and terminology.

The following steps can help you to conduct a more effective database search:

1 **Identify the key concepts within your research topic**
   e.g. Find academic literature about the **marketing** of **startups**.

2 **Draft a list of keywords that relate to each concept**
   - Academics and journalists don’t always use the same keywords to describe a particular topic, event or issue.
   - To ensure that you don’t miss out on any relevant articles, search on a variety of synonyms and terms that relate to each concept. Synonyms are different words with similar or identical meanings e.g. workplace = enterprise, business, organisation etc.
   - Think about variations in spelling e.g. organisation (Aus/UK) vs. organization (US).
   - Some academic databases will let you use an asterix (*) to search for variant endings of a word e.g. employ* = employee, employees, employer etc.

**Possible search terms**

<table>
<thead>
<tr>
<th>Concept 1: Startup</th>
<th>Concept 2: Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Startup</td>
<td>Marketing</td>
</tr>
<tr>
<td>Start-up / “start up”</td>
<td>Promote / Promotion</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>Social Media</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Publicity</td>
</tr>
<tr>
<td></td>
<td>Advertise / Advertising</td>
</tr>
<tr>
<td></td>
<td>Brand / Branding</td>
</tr>
</tbody>
</table>
Connect your keywords using search operators

- Boolean search operators (e.g. AND, OR, NOT) and proximity connectors can help you to develop a more targeted and manageable list of results. Proximity operators are especially helpful as they ensure that your search terms are mentioned closely together in each result.

- The search operators supported by each database can vary. Refer to the help guide provided for each tool to familiarise yourself with the search operators available in each database.

Additional resources


Search smarter, search faster (6 mins, 53 secs) - https://youtu.be/Oa66AxTbjxA

Boolean operators (2 mins, 57 secs) - https://youtu.be/sdx9dACkvyl

Explains how Boolean operators work using Pirates vs. Ninjas.
How to identify keywords

If you don’t know where to start, try the following options:

**Background reading**

- Read articles, websites, and lecture materials about the general assignment topic.
- This can often help you to identify the key words that are used to describe your topic as well as potential themes and issues.

**Wikipedia**

[www.wikipedia.org](http://www.wikipedia.org)

Wikipedia will often appear as one of your top search results in Google.

**Benefits:**

- Provides a general overview of a topic
  e.g. [https://en.wikipedia.org/wiki/Design_thinking](https://en.wikipedia.org/wiki/Design_thinking)
- Wikipedia often lists the different ways a topic might be described

**See also**

- Creativity techniques
- Design-based learning
- Design management
- Design methods
- Design patterns
- Design strategy
- Design tool
- Sustainable design
- Sketch Thinking
- Systems thinking
- Transgenerational design
- Universal design
- User experience
- User-centered design

- The site may contain links to other relevant sources in the reference list at the bottom of each page.

30. ^"When Everyone Is Doing Design Thinking, Is It Still a Competitive Advantage?"^

Harvard Business Review.

**Warning:** It’s not appropriate to cite Wikipedia as a source in your assignments. Wikipedia does not qualify as a scholarly resource as anyone can edit the site and you don’t always know who wrote the information.

**Thesaurus**

- A thesaurus can help you to identify synonyms and related terms for a particular word. A range of free sites exist including [www.merriam-webster.com/thesaurus](http://www.merriam-webster.com/thesaurus); [www.thesaurus.com](http://www.thesaurus.com); and [www.oxforddictionaries.com/thesaurus](http://www.oxforddictionaries.com/thesaurus)

**Ask for help**

Contact the Academic Liaison Librarian for your discipline:
Google Scholar

https://scholar.google.com

Google Scholar lets you search across a broad range of scholarly literature including journal articles, books, conference papers, theses, and abstracts.

The site’s content is sourced from academic publishers, professional societies, university websites, and other online repositories.

---

Access more articles in full-text via Google Scholar

Many of the articles available via Google Scholar require a paid subscription for access. As such, we recommend that you link Google Scholar with the library’s research databases to ensure that you’re able to quickly access more articles in full-text.

1. Open Google Scholar - scholar.google.com.au
   Click on the Settings link at the top right of the screen.

2. Click on the Library Links tab via the left-hand menu.
   Enter “University of Sydney” into the search box provided.
Place a tick in the checkbox next to:

- University of Sydney Library - @University of Sydney
- UNIVERSITY OF SYDNEY - ProQuest Fulltext

Click on the **Save** button.

Run a search across Google Scholar.

To view an article in full-text, click on the **@ University of Sydney** link to the right of a particular search result.

You may be prompted to enter your UniKey and password.
Basic search

A basic search box appears on the Google Scholar homepage.

You can use a combination of the following search operators to combine your search terms:

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot; &quot;</td>
<td>Search for an exact word or phrase.</td>
<td>“business model”</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>The OR must be in uppercase. Search for either term</td>
<td>startup marketing OR “social media” OR promotion</td>
</tr>
<tr>
<td>-</td>
<td>Exclude a word from your search results</td>
<td>media -social</td>
</tr>
<tr>
<td>intitle:</td>
<td>The title of each search result must contain the word or phrase that follows intitle:</td>
<td>intitle:marketing startup&lt;br&gt;Marketing must appear in the title of each result. The word startup can appear anywhere in the full-text of each item.</td>
</tr>
<tr>
<td>allintitle:</td>
<td>The title of each search result must contain all of the words that follow allintitle:</td>
<td>allintitle:lean startup&lt;br&gt;Lean and startup must appear in the title of each result.</td>
</tr>
<tr>
<td>author:</td>
<td>Retrieve articles written by a specific author.</td>
<td>author:Boyatzis</td>
</tr>
</tbody>
</table>

**Should I use the AND search operator?**

Google automatically places the AND search operator between your search terms.

For example, startup culture team will retrieve results that contain the words startup and culture and team anywhere in the full-text of each item.

startup culture team
Working with your search results

A series of links appear beneath most items in the Google Scholar results page.

- **Cited by** - view a list of more recent papers that have referred to the selected item.
- **Related articles** - find documents that are similar to the selected item.
- **All versions** - provides a list of where the selected item has been published.
- **Web of Science** - if the article is indexed in Web of Science, you can view a list of subsequent articles that have cited the selected article.
- **Cite** - view a formatted citation for the article in the following citation styles: MLA, APA, Chicago, Harvard and Vancouver. You can also export the article into a reference management tool e.g. EndNote.
- **[PDF]** - provides full-text access to the selected item. If available, the PDF link will appear to the right of the article.
- **@ University of Sydney** - this link will appear if the article is available in full-text from one of the Library’s subscription databases.

Limit your search results by date

Google Scholar only provides a few basic options to refine and sort your list of results.

Select **Custom range** to limit your results to articles published during a particular date range.

Click on **Sort by date** to view the most recent articles on your research topic.
Advanced Search

To access Google's Advanced Search page, click on the down arrow at the right of the main search box.

You'll then be presented with a search template that lets you limit your search by title, author, publication, and date.
CrossSearch

CrossSearch is the main search box that appears on the Library’s homepage.

library.sydney.edu.au

CrossSearch lets you conduct a broad search across the Library catalogue and several research databases.

CrossSearch can be used to find:

- Articles on your research topic (scholarly, trade/professional and news)
- A specific journal article - just enter the title e.g. “Effect of diversification on capital structure”
- Relevant books (print and eBooks) within USYD’s collection

Search activity

Use CrossSearch to find full-text, peer-reviewed journal articles published in the past 3 years that discuss the marketing of startups.

1. Access CrossSearch via the library website - library.sydney.edu.au
2. Enter a combination of the search terms that you’ve identified.

startup marketing

(startup OR "start up") AND (marketing OR promote OR promotion)
Working with your search results

You can use the left-hand menu to filter your search results based on content type, subject area, and date.

You can also limit your results list to only display items that are:
- Available in full-text online
- Scholarly articles
- Peer-reviewed articles

Clear your search filters

If you’d like to run a brand new search from the results page, click on the Clear Filters link at the top left of the screen.
## CrossSearch tips

You can combine your search terms with the following search operators to generate a more relevant list of results.

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>“” “”</td>
<td>Search for an exact phrase</td>
<td>“social media”</td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td>Results contain both words</td>
<td>Facebook AND Twitter</td>
</tr>
<tr>
<td>Blank space between search terms</td>
<td>Results contain both words</td>
<td>Facebook Twitter</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Results contain either word</td>
<td>Facebook OR Twitter</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Exclude a word from your search results</td>
<td>Facebook NOT Twitter</td>
</tr>
<tr>
<td>-</td>
<td>Exclude a word from your search results</td>
<td>Facebook -Twitter</td>
</tr>
<tr>
<td>*</td>
<td>Truncation - locate variant endings of a word.</td>
<td>tax* = taxation, taxing etc.</td>
</tr>
<tr>
<td>?</td>
<td>Search for different variations of a single character e.g. either s or z.</td>
<td>globalization</td>
</tr>
<tr>
<td>( OR )</td>
<td>Search for any of the words enclosed within the set of brackets</td>
<td>“social media” AND (Twitter OR Facebook OR Instagram)</td>
</tr>
<tr>
<td>(term A OR term B OR term C)</td>
<td>Results must contain the phrase social media and either Twitter, Facebook or Instagram.</td>
<td></td>
</tr>
<tr>
<td>“”~N</td>
<td>Search terms enclosed within quotation marks must appear within the specified number of words of each other.</td>
<td>“innovation business plan”~10</td>
</tr>
<tr>
<td>N can be any number</td>
<td>Results must contain the words innovation, business and plan within 10 words of each other.</td>
<td></td>
</tr>
</tbody>
</table>
**Advanced Search page**

If you click on the *CrossSearch* link beneath the main search box on the Library homepage, you’ll be directed to an **Advanced Search** page.

The **Advanced Search** page offers a range of options to limit and refine your search.

---

**Search tips**

- When entering your search terms, use a separate row for each new concept.
- Separate alternative search terms / synonyms with the OR search operator e.g. `law OR legal OR policy`
Search activity - find a specific article

A useful way to find relevant articles on your topic is to refer to the reference list/bibliography contained at the end of articles that you’ve already found.

If you want to find a particular article in full-text, CrossSearch is a great place to start.

Find the following article:

1. Access the Library website - library.sydney.edu.au

2. Enter the title of the article into the main search box.
   
   **Tips:**
   
   - Use “quotation marks” to search for the title of the article as an exact phrase.
   
   - If the title of the article is really long, just search on the first part of the title e.g. “Building sustainable high-growth startup companies”

3. If the article is available via CrossSearch, it should appear close to the top of your results list.

   1. **Building Sustainable High-Growth Startup Companies**: Management Systems as an Accelerator
      
      by Antonio Davila, George Foster, Ning Jia
      
      California Management Review, 05/2010, Volume 52, Issue 3
      
      Permalink
      
      Many startup companies go through the so-called “entrepreneurial crisis” when they reach a headcount somewhere between 50 and 100 employees. At this point, the...

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Emma Petherbridge is the Academic Liaison Librarian for the Discipline of International Business.

E: emma.petherbridge@sydney.edu.au  P: (02) 8627 4484