
EDUCATION COMES FROM ALL ANGLES
BE CITYWISE
AND SEARCH IN **CITYU ONLINE RESOURCES**

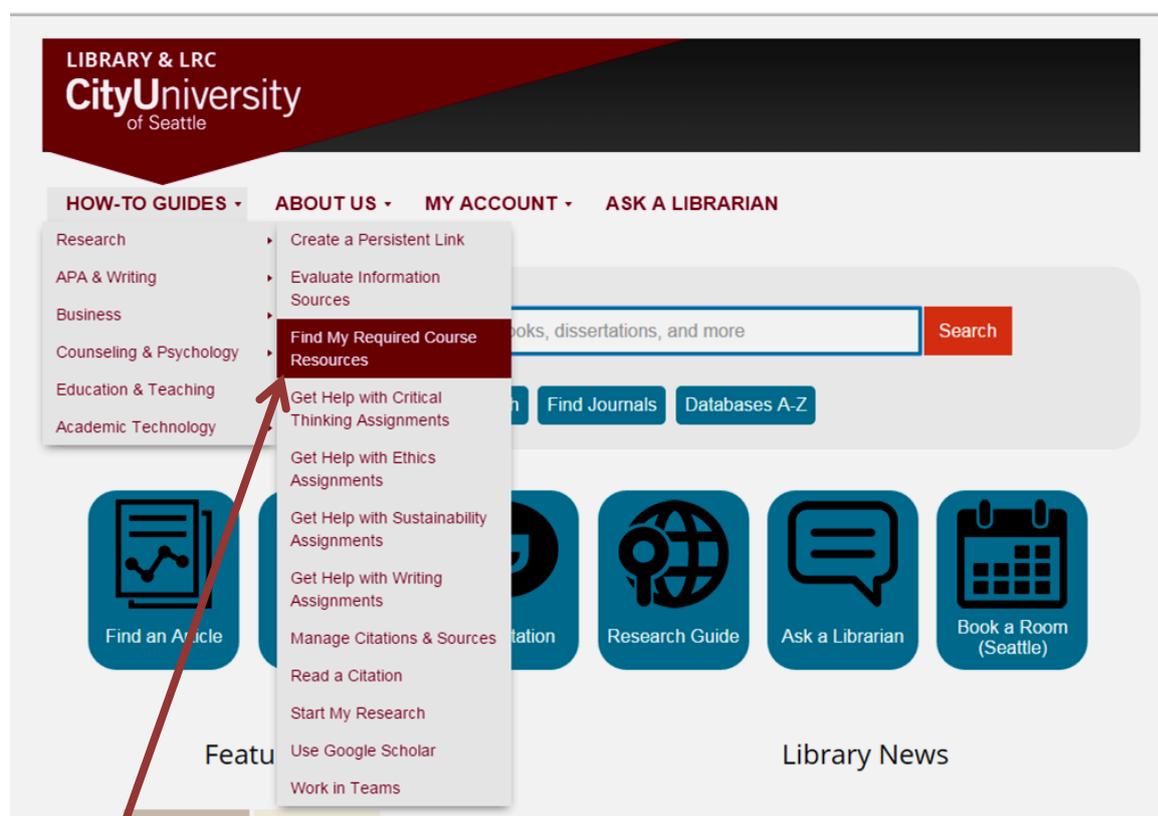


HOW TO SEARCH IN ONLINE DATABASES

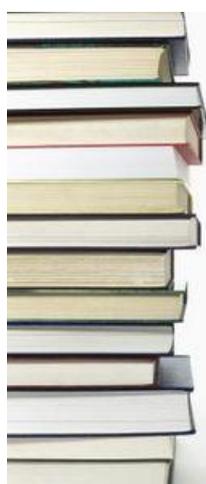


CityU library's website <http://library.cityu.edu/> offers a lot of various high quality online resources in an easy-to-use format with free access for BSBA and MBA students and instructors. For effective searching it is important to use key words, and specify your requirements in "advanced search" as much as possible. There are more possibilities how to search in CityU Online Databases.

Here you can see how CityU library website looks like:



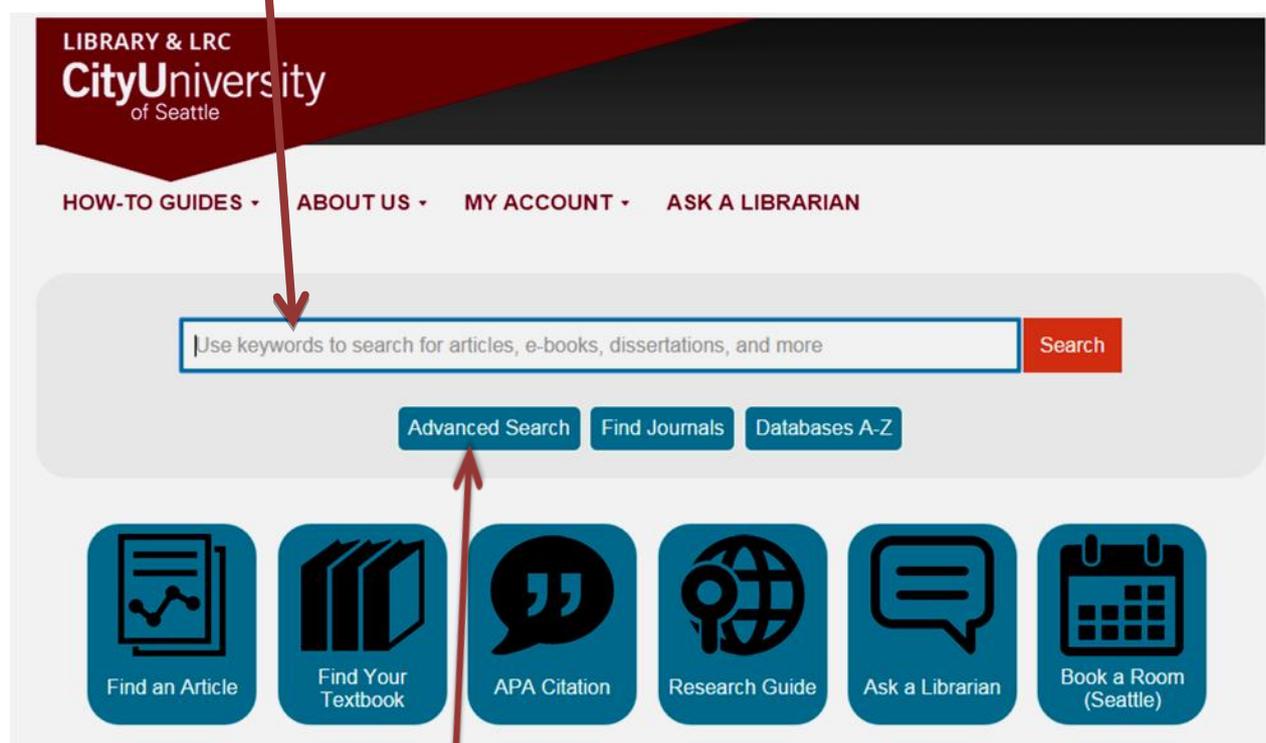
1. COURSE RESOURCES



- The best and easiest way how to search online sources is according to a specific course.
 - Click on **"Find My Required Course Resources"**
 - Here is a list with course codes and course numbers according to which you can easily find a specific course you are attending and for which you need to find some sources for essays, presentations etc.
- For this searching you also need to have created **CityU student**

account= Blackboard account

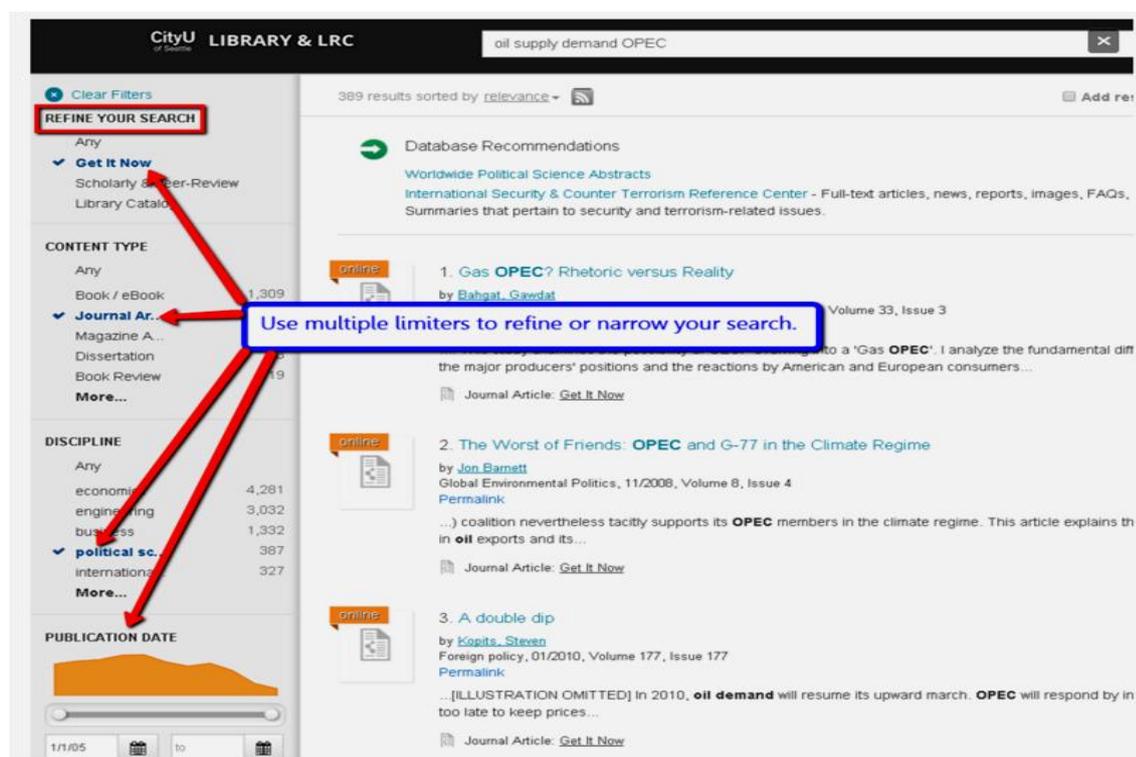
2. SEARCH



The CityU Library and Learning Resource Center's collection is **98% online!**

From the search box, search multiple online databases, e-books, and other resources.

You can also choose **"Advanced Search"** if you want to specify your requirements. Use the many limiters, such as **Get It Now (for full-text only)**, publication date, subject area, and more to find what you need.



Example of research results:

Searching results for: “Marketing Strategies”

The screenshot shows the CityU Library & LRC search interface. The search bar contains 'marketing strategy' and shows 3,639,375 results. On the left, there are filters for 'REFINE YOUR SEARCH' (Any, Get It Now, Scholarly & Peer-Review, Library Catalog), 'CONTENT TYPE' (Any, Newspaper, Journal Article, Magazine, Trade Publ., Book / eBook, More...), 'DISCIPLINE' (Any, business, economics, engineering, medicine, education, More...), and 'PUBLICATION DATE'. The main results area shows 'Database Recommendations' for ABI/INFORM Global and ABI/INFORM Complete. Below that, two articles are listed: '1. Marketing strategy' by Shonk, Eric H. (Journal of Historical Research in Marketing, 01/2012, Volume 4, Issue 1) and '2. Remanufacturing as a Marketing Strategy' by Alatau, Akaly; Sarvary, Miklos; Van Wassenhove, L. N. (Management Science, 10/2008, Volume 54, Issue 10). Both articles have an 'online' icon and a 'Get It Now' link. On the right, there is a 'Marketing strategy' section with a Wikipedia snippet and 'Related Topics' including Diversification, Marketing, and Marketing management.

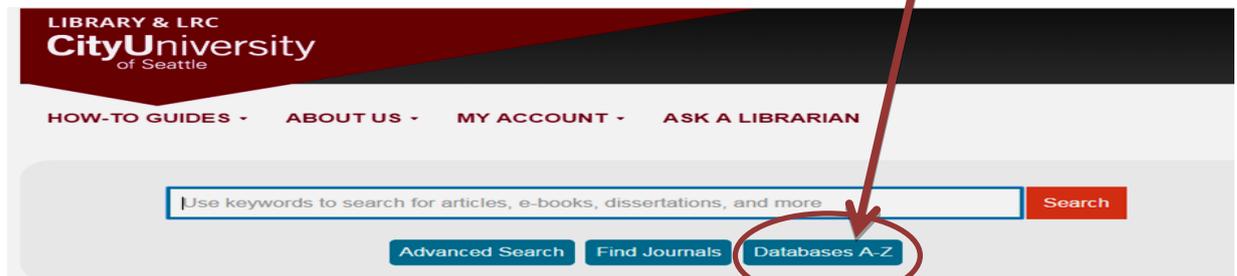
On the top you can see recommended CU online databases to use.

There are 3,639,375 results. You can specify them on the right side according your requirements. When there is written **Online** it means that this specific article or book is available in a full text and you can have it immediately. Click on the link **Get it now**. Either you get directly to the full text or you will get the link for specific database.

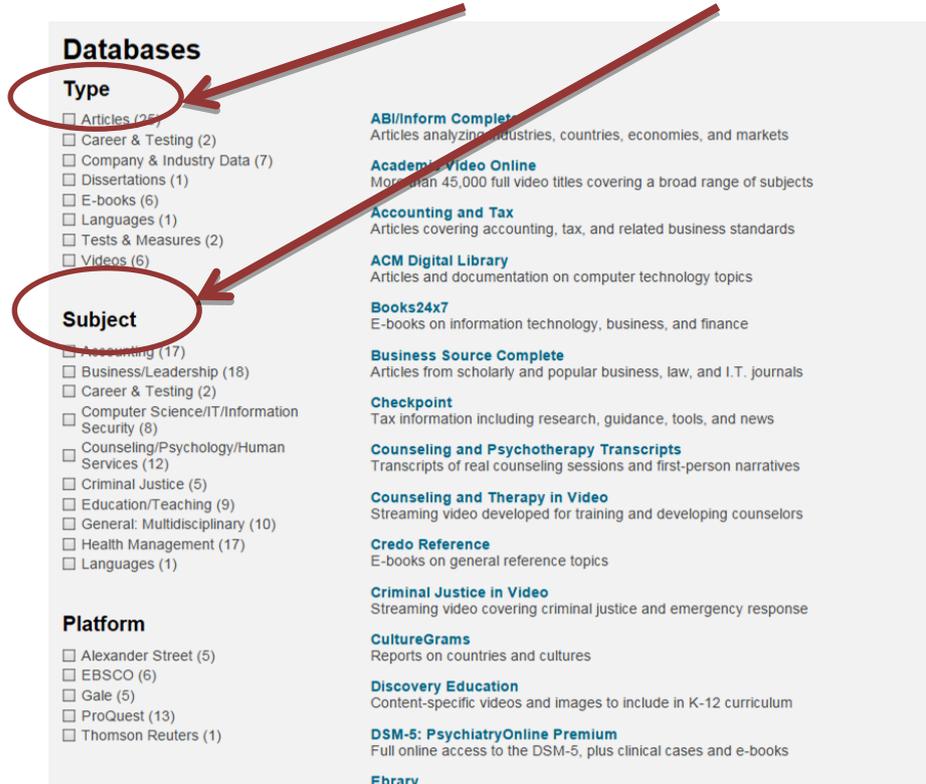
The screenshot shows the full text view of the article 'Towards Sustainable Marketing: Strategy in Slovak Companies'. The author is Chebeň, Juraj, and the journal is Amfiteatru economic. The 'Get It Now' button is highlighted with a red circle, and a red arrow points from the 'Get It Now' link in the search results to this button. Below the button, it says 'from ABI/INFORM Complete'. There are also buttons for 'Email', 'Export', and 'Report a link problem'.

SEARCHING CITYU DATABASES

If you want to search directly particular online database, click on [Databases A-Z](#)



and narrow database according to **document type** and **subject**



These sections were created in order to make it easier for students to find sources for specific topics. When you choose one of these databases, there is necessary to login, so you need to have created **CityU account=Blackboard account**.



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Prihláste sa pomocou konta prideleného vašou organizáciou

Prihlásiť sa

Please use your CityU Email to log in

RECOMMENDATION:

1. **General topics- articles from magazines, newspapers, scholarly journals, proceedings**
(Proquest Research Library, Global Issues in Context,...)
2. **Company, industry and market information, business ratios, financial data, country reports, SWOT analysis stock information**
(ABI/Inform Complete, Business Source Complete, Mint Global, Morningstar Investment Research Center, ...)
3. **Consumer lifestyles analysis and data, consumer market data, companies and brands, Forecasts**
(Passport (GMID))
4. **E-books**
(EBSCO E-books, Books 24/7, Ebrary)



3. HOW- TO-GUIDES

LIBRARY & LRC
CityUniversity
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HOW-TO GUIDES · ABOUT US · MY ACCOUNT · ASK A LIBRARIAN

Research ·
APA & Writing ·
Business ·
Counseling & Psychology ·
Education & Teaching ·
Academic Technology ·

Search for articles, e-books, dissertations, and more

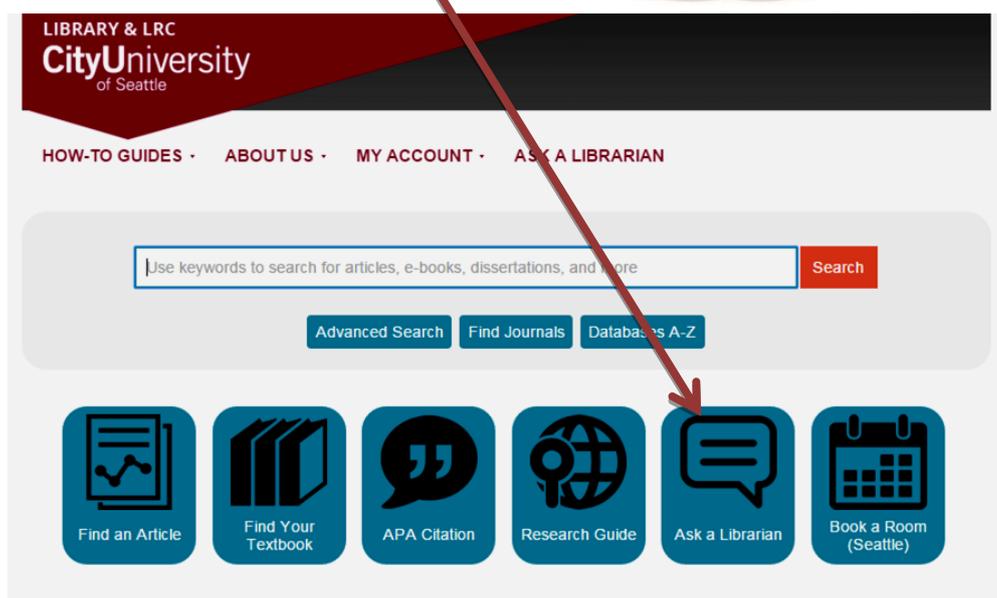
Search

Advanced Search Find Journals Databases A-Z

Find an Article Find Your Textbook APA Citation Research Guide Ask a Librarian Book a Room (Seattle)

How-to Guides: Learn how to use APA citation style, how to avoid plagiarism, how to find case studies, company reports, competitors or suppliers, industry and consumers' information, business ratios and more.

4. ASK LIBRARIAN



The best way to get specific book or article is to use **"Ask librarian"**

Ask a Librarian

Contact a CityU librarian to get personalized help finding research materials, using library services, and formulating a search strategy.

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Asterisk (*) denotes required field.

Name:

Email Address*:

Location*:

Course Number*:

Alternate Phone or Email Address:

CityU ID# (8-digits):

Your Question*:
The more information you provide, the better we can help you.

Please check your Junk folder (or Promotions tab in Gmail) if you do not receive a response within 24 hours, excluding Sundays/holidays.

Chat with a CityU Librarian! 

We're sorry to have missed you! Please leave a message and we will respond ASAP.

E-mail address

Your Question/Message

Library:
521 Wall St.
Suite 100
Seattle, WA 98121

Hours:
Monday-Thursday: 8am-9pm
Friday: 8am-5pm
Saturday: 7am-5pm
Sunday: Closed

Phone:
800.526.4269
206.239.4550



It is needful to fulfill your contact information, and write the title and source of the article or book that you would like to achieve. Respond will be delivered directly to you **CityU Email Address** which is created automatically for every student of CityU. Every student has this school email from the beginning of studying at City University of Seattle. Email is in format: **name.surname@vsm-student.sk**. When you do not use this email address, you can easily transfer school emails to your personal email address. It can be easily done in "Settings" of CityU email. If article is available, it will be sent to your email till 2 or 5 days or sooner. If required article is not available, you will be informed as well.



If you have any questions, feel free to contact Vanda Mokranova at

vmokranova@vsm.sk