

Gale RDS Business and Management Practices™ Quick Reference Card

Focusing on real-life applications, case studies and explicit “how to” guidelines, *RDS Business and Management Practices* is the ideal resource for business and information professionals. Use *RDS Business and Management Practices* to explore the processes, methods and strategies for managing a business.

Effective search techniques

Words/Phrases

- Searches table title, table text and table notes for an occurrence of the term(s).
- Provides automatic stemming so no manual truncation is needed.
- Words typed next to each other are searched as a phrase.
- Multi-select chooses one or more terms in the scroller boxes. PCs: click and hold the Control key. Macs: click and hold the Apple key.

Boolean searching: and or not

Three logical Boolean operators that can be used to combine words or phrases.

Adj

Finds words in a specified order within a stated proximity to each other. For example, **cellular adj5 telephones** finds documents where **telephones** follows **cellular** by five words or less.

Near

Finds words within a stated proximity without regard to order. For example, **price near10 copper** finds documents where **price** and **copper** are within 10 words of each other in any order.

Parentheses

Groups terms. For example, **price and (copper or steel)** finds documents that include the term **price** and either **copper** or **steel**.

Sample question: How do you find articles about the practice of telecommuting specific to the information industry in the U.S. ?

Try this search using Advanced Search:

Words/Phrases: telecommuting

Industry: information industry

Geo Region: check box: U.S.A.

Notice it is not required that all fields be used in a search.

Sample Advanced Search:

1 Words/Phrases:

In Database: Business & Industry Business & Management Practices TableBase

Use CTRL to multi-select

2 Dated from: to (mm/dd/yyyy)

3 Company:

4 Concept Term: And Or

5 Department: And Or

6 Industry: And Or

7 Document Type: And Or Must contain table

8 SIC/Product:

9 Geo Region: And Or U.S.A.

10 From a specific source:

Sample Advanced Search Results:

11 **Words/Phrases:** words or phrases in the table, table title or table notes

12 **Dated from:** limit by date of publication

13 **Company:** limit by company

14 **Concept Term:** events, facts, markets or ideas; see the Concept Term list on reverse

15 **Department:** select a name of a corporate department

16 **Industry:** limit by industry; see the Industry list on reverse

17 **Document Type:** limit by document type; see the Document Type list on reverse.

18 **SIC/Product:** limit by single product code

19 **Geo Region:** limit by specific countries or regions

20 **From a specific source:** choose specific publication source(s)

11 **Revise Search:** add or delete items from your search strategy

12 **Bookmark:** save the persistent URL for the Web page you are currently viewing

13 **Marked Items:** display all checked tables/documents

14 **Title List:** view a list of sources that comprise the database

15 **Help:** for detailed information about the product

16 **Selected search terms** are shown with the Search Results

17 **Check documents** to save for viewing later via the **Marked Items** link (located at the top of the screen)

18 **Basic Search** and **Advanced Search:** return you to a blank search screen

Concept Term

Concept Term finds articles that deal with a range of events, facts, markets or ideas. All records in *Business and Management Practices* are indexed to one or more **Concept Terms**. Select terms from the **Concept Term** text box. Choose one or more terms using multi-select. Using these **Concept Terms** will provide more focused results than using **Words/Phrases**.

Absenteeism	Career planning	Customer relations	Ergonomics	Intellectual property	Negotiating	Promotion	Systems management
Accidents	Computer aided software engineering	Customer satisfaction	ESOP	Internet	Network management	Protocols	Systems upgrading
Accounting standards	Case studies	Customer service	Estate planning	Intranet	Nonprofit organization	Public relations	Target marketing
Accounting systems	Cash flow	Database management	Ethics	Inventory management	Occupational health	Public sector	Taxation
Administration	Cash management	Database marketing	Executive ability	Investment policy	Office automation	Purchasing	Tax opportunities
Advertising research	Cause related	Decentralized (Organizational structure)	Executive recruiting	Investor relations	Order processing	Quality control	Teaming
Adult market	Centralized (Organizational structure)	Decision making	Executives	IPO	Organization development	Real estate investment	Technology application
Advertising	Chief executive officer	Demographics	Expatriates	IRS	Organizational structure	Records management	Technology development
Affirmative action	Change management	Deregulation	Expenditures	Job description	OSHA	Recruitment	Technology evaluation
Alliances	Charitable organization	Desktop publishing	Factory automation	Job redesign	Outplacement	Reengineering	Telecommunications
Americans with Disabilities Act	Child care	Direct mail	Facilities design	Job satisfaction	Outsourcing	Regulation	Telecommuting
Annual reports	Class action	Direct marketing	Facilities management	Job satisfaction management	Partnership	Relocation	Teleconferencing
Antitrust	Client server computing	Direct sales	Facility closings	Knowledge management	Part time employees	Research and development	Telemarketing
Anti takeover strategy	Cobranding	Disabilities	Family business	Layoffs	Partnership allocation	Resignations	Temporary employees
Arbitration	Collections	Distribution channels	Family Medical Leave Act	Leadership	Part time employees	Resource allocation	Termination
Artificial intelligence	Committees	Discipline	FCC	Leases	Patents	Restructuring	Testing for ability
Asset management	Communications	Disclosure	FDA	Legislation	Pattern recognition	Retirement	Test marketing
Associations	Community relations	Discounting	Fees	Limited liability partnership	Payables	Return on Investment	Testing for substance abuse
Attitudes	Compensation	Discrimination	Fiduciary responsibility	Litigation	Paybacks	Risk analysis	Trade agreements
Attrition	Competitive intelligence	Disaster planning	Financing	Loans	Payroll management	Risk management	Trade
Audits	Disaster recovery	Disaster recovery	Financial planning	Logistics	Pension fund management	Sales agents	Trade secrets
Automation	Competitive strategies	Distributors	Financial reporting	Long range planning	Pension plans	Sales strategies	Trade shows
Bankruptcy	Compliance	Diversification	Financial statistics	Loss leaders	Performance evaluation	Salary surveys	Training
Barter	Consumer behavior	Diversity	Flexible workplace practices	Mail room	Piracy (intellectual property)	Sarbanes Oxley S company	Transaction processing
Benchmarking	Consumer confidence	Divestiture	Focus groups	Maintenance	Plant relocation	Search strategies	Trends
Benefits	Confidentiality	Dividends	Forecasting	Management information systems	Policies	Security	Tuition reimbursement
Best practices	Conflict resolution	Downsizing	Foreign operations	Management skills	Positioning statements	Selling	Turnaround management
Board of directors	Conglomerate	Earn outs	Franchises	Management strategies	Product introductions	Severance	Unemployment
Bonus plans	Connectivity	E-Commerce	FTC	Management technique	Presentations	Shipping	Valuation
Bookkeeping	Consumer safety	Economic data interchange	Fund raising	Managers	Product development	Site selection	Vendor relations
Brain drain	Consulting services	Effectiveness	Gender related issues	Manufacturing	Pricing	Small business	Venture capital
Branch operations	Contracts	Email	Global strategies	Market development	Positioning	Spinoffs	Video conferencing
Brand identity	Consumer agreements	Employee assistance programs	Goodwill	Market positioning	Product	Sponsorship	Violence
Budgeting	Cooperative	Employee retention	Government assistance	Market research	Privatization	Staff diversity	Viral marketing
Business to business	Corporate culture	Engineering	Growth strategies	Market segmentation	Privately owned	Standards	Voice mail
Business education	Corporate identity	Entrepreneurship	Health care benefits	Marketing strategies	Problem solving	Start up businesses	Wages
Business failure	Corporate mission	Environmental issues	Hiring	Mature adults	Product development	Stock analysis	Wireless
Business plans	Corporate responsibility	Issues	Home office	Meetings	Production management	Stock options	Women owned
Business rates	Cost control	Employee relations	Hostile takeover	Merchandise	Productivity	Stock splits	Workers compensation
Business travel	Cost reduction	Employee retention	Human capital	Merchandising	Profitability	Strategic planning	Workforce planning
Buyouts	CAE	Energy use	Incentives	Metrics	Programming	Strategic thinking	Working hours
CAD CAM	Campaigns	Engineering	Independent contractor	Minority owned	Product life cycle	Subsidiary management	Workplace
CAE	Capital investment	Entrepreneurship	Information management	Motivation	Product strategy	Succession planning	Work
Capitalization	Crime	Environmental issues	Information processing	Multinational	Project management	Surveys	Word of mouth marketing
Career change	Cultural issues		Innovation	Mystery shopping		Systems development	
			Insurance			Systems integration	

Department

Accounting & Finance
Mostly internal operations dealing with all financial aspects of a company, cost control issues, budgeting, taxation, financial statements, investment policies, etc.

General Business
For articles that do not pertain to any specific department, such as economics

Human Resources
Focuses on an organization's relationships with its employees, wages, compensation, hours worked, benefits, labor relations, etc.

Information Technology
Focuses on computer-related issues, how to build Web sites, integrate/upgrade computer systems, Internet issues, etc.

Management
General management issues

Marketing & Sales
Focuses on organizations' relationships with customers. Customer service, marketing strategies, merchandising plans, etc.

Operations
Focuses on an organization's day-to-day operations, mostly internal, such as logistics, management/maintenance of facilities, quality issues, etc.

Research & Development
Deals with applying scientific findings to the creation of products and services, such as product development. Occurs prior to actually producing a product or service

Document Type

Document Type describes both publication types, and the nature or structure of the information within the record. Select terms from the **Document Type** text box.

Column	Geographic profile
Company overview	Industry overview
Cover story	Interview
Directory list	Ranking
Executive overview	Survey

Industry

Industry searches all product codes (SICs) within a specific industry. This is especially effective for multi-product industries or industries with both a manufacturing and service component. Select terms from the **Industry** text box. For single products use the **SIC/Product** code field. Choose one or more terms using multi-select.

Advertising agencies	Mobile communications
Aerospace & defense	Network hardware and software
Ag chemicals	Nonalcoholic beverages
Agriculture	Office equipment
Airline	Oil & gas
Alcoholic beverages	Online services
Apparel	Organic chemicals (industrial)
Applications software	Packaging
Automotive	Paints & varnishes
Baked goods	Paper packaging
Banking	Paper products
Beer	Payment cards
Beverage	Personal care products
Broadcasting	Personal computers
Building products	Pet food
Business services	Pharmaceutical
Candy	Pipeline distribution
Chemical	Plastic packaging
Coal	Plastics
Computer	Portable computers
Construction	Professional management services
Consumer electronics	Publishing
Dairy products	Railways
Department stores	Real estate
DIY	Recording
Electronic components	Restaurants
Energy	Retailing non-food
Entertainment	Sanitary paper products
Fast foods	Securities
Financial services	Semiconductors
Food	Snack foods
Footwear	Software
Forest products	Sporting goods
Frozen prepared foods	Supermarkets
Glass packaging	Telecom equipment
Health care delivery	Telecom services
Home furnishings	Telecommunications
Household appliances	Textiles
Household cleaners	Tobacco
Industrial machinery	Toys & games
Information industry	Transportation
Inorganic chemicals	Travel & leisure
Insurance	Trucking
Mail order	Utilities
Marine transportation	
Medical devices & diagnostics	
Metal packaging	
Metals	
Mining	