

BUS 4010: Business Strategies, Fall 2019  
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1. You have misplaced an article that is crucial to some research you are conducting. You know that it was published in volume 25, issue 2 of *The Bottom Line*. The only other thing you can remember is that it is about strategic planning in university libraries. What would be the most efficient way to use the *Accounting, Tax, & Banking Collection* to retrieve the peer-reviewed journal article that falls within these parameters?

## Accounting, Tax, & Banking Collection

Search Strategy	
Number of Results	
Of the first 10 results, what is the number that closely answers the question?	
Citation	

2. The ability to recognize weaknesses, capitalize on strengths, circumnavigate threats and seize opportunities is a valuable skill to maintain a working and/or competing company or service. What would be the most efficient Business Source Complete tool to use in order to search for a SWOT Analysis of Barnes & Nobel?

## Business Source Complete

Research Tool	
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Search Strategy	
Number of Results	
Report years available	
Citation	

3. You are interested in learning whether the Journal of Nonprofit & Public Sector Marketing has any relevant articles that could help you with your Library SWOT Assignment. Navigate to the journal to perform a search. What do you find?

### **Journal of Nonprofit & Public Sector Marketing**

Search Strategy	
Number of Results	
Of the results, what is the number of useful articles for the assignment?	
Citation	