



ABI/INFORM Global

Quick Reference Guide

Introduction

ABI/INFORM Global indexes and abstracts journal articles in the areas of business conditions, trends, management techniques, corporate strategies, and industry-specific topics worldwide.

Scope

- Covers nearly 1,800 leading business and management publications.
- Full text articles available for many important journals, including *Journal of Business Ethics* and *Journal of the Academy of Marketing*.
- Coverage: 1971-current. Dates vary for individual titles.
- Access full text articles from the *Wall Street Journal* (Eastern Ed.), 1984-current.
- More than 350 of the database's sources are English-language titles published outside the U.S.
- Access articles on 60,000 companies with business and executive profiles.

Access

- Available at the [Jackson Library Web site](#). Off-campus access is limited to the Stanford community. GSB users can access the database via [WebApps](#).

Help

- Click the **Help** link on the top menu bar on any page.
- For search assistance, ask a librarian at the Information Desk or email to Jackson-infodesk@gsb.stanford.edu.
- For technical problems, email to rcrc-action@gsb.stanford.edu.

Features

- Use Publication Search to find the latest issue or a specific back issue of a favorite magazine, journal or newspaper.
- Use Topic Guide to browse articles by indexed topics such as subject, company profile and locations.
- E-mail search results.
- Search for articles by NAICS/SIC Code, product name, subject, person, article type as well as various other options.
- Article formats include text+graphics, full text, page image-PDF, and citation abstract.
- Export citations into ProCite, EndNote, Reference Manager, and RefWorks.

Searching ABI/INFORM Global

Basic Search

1. Enter search terms in the search field.
2. Use the Various Options to focus your search (database, date range, article format, etc.)
3. Click the More Search options link to view other fields that let you focus your search.
4. Click Search.

The screenshot shows the Basic Search interface. At the top, there are navigation tabs: Basic Search (selected), Advanced Search, Topic Guide, and Publication Search. A 'Marked List : 0 articles' indicator is present. The interface language is set to English. Below the navigation, it states 'Databases selected: ProQuest Newspapers, ProQuest Research Library, ABI/INFORM Global'. The main search area is titled 'Basic Search' and includes 'Tools: Search Tips Browse Topics'. A search input field contains 'online advertising' (annotated with '1'). To its right are 'Search' (annotated with '4') and 'Clear' buttons. Below the search field is a 'Database:' dropdown menu set to 'Multiple databases...' (annotated with '4') and a 'Select multiple databases' link. A 'Date range:' dropdown is set to 'All dates' (annotated with '2'). Under 'Limit results to:', there is an unchecked checkbox for 'Full text articles only' and a checked checkbox for 'Scholarly journals, including peer-reviewed' with an 'About' link. At the bottom left, there is a 'More Search Options' link (annotated with '3').

Advanced Search

1. Specify preferences for your search.
2. Click the More Search Options link to view other fields that let you focus your search.
3. Click Search.

The screenshot shows the Advanced Search interface. At the top, there are navigation tabs: Basic Search, Advanced Search (selected), Topic Guide, and Publication Search. A 'Marked List : 0 articles' indicator is present. The interface language is set to English. Below the navigation, it states 'Databases selected: ProQuest Newspapers, ProQuest Research Library, ABI/INFORM Global'. The main search area is titled 'Advanced Search' and includes 'Tools: Search Tips Browse Topics'. There are three search rows. The first row has 'dell computers' in the input field, 'Company' in the dropdown menu (with a 'Browse companies' link), and 'Citation and abstract' in the format dropdown. The second and third rows have 'AND' in the operator dropdown, empty input fields, and 'Citation and abstract' in the format dropdown. A blue arrow points from the text 'Use Boolean operators and the drop down lists to specify preferences for your search.' to the operator and format dropdowns. Below the search rows are 'Add a row | Remove a row' links and 'Search' and 'Clear' buttons. Below the search area is a 'Database:' dropdown menu set to 'Multiple databases...' (with a 'Select multiple databases' link), a 'Date range:' dropdown set to 'All dates', and 'Limit results to:' checkboxes for 'Full text articles only' and 'Scholarly journals, including peer-reviewed' (with an 'About' link). At the bottom left, there is a 'More Search Options' link (with a blue arrow pointing to it and the text 'Click to view other fields that let you focus your search.').

Search Results

The Results page shows you the articles that contain matches to your search words.

The screenshot shows a search results interface with several annotations. At the top, there are navigation tabs: Basic Search, Advanced Search, Topic Guide, and Publication Search. A 'Marked List' shows 0 articles. The interface language is set to English. Below the navigation, it says 'Databases selected: ABI/INFORM Global, Wall Street Journal'. The search results are for 'online and bill payment', showing 171 articles found. There are filtering tabs for 'All sources', 'Scholarly Journals', 'Magazines', 'Trade Publications', and 'Newspapers'. A 'Mark' checkbox is present, along with a 'Clear all on page' link and a 'View marked articles' link. A 'Full text articles only' filter is also visible. The results are sorted by 'Most recent articles first'. The first result is 'Online Bill Payment' by Todd Gartner in Business Week, with a 'Full text' link circled in red. The second result is 'How to Break Up With Your Bank: Direct Deposit, Online Billing Make Switching an Ordeal: Some Ways to Make It Easier' by Michelle Higgins in Wall Street Journal (Eastern edition), with a 'Full text' link circled in red. The third result is 'A lift for recurring payments?' by Frederick H Lowe in Credit Card Management, with 'Text+Graphics', 'Page Image - PDF', and 'Abstract' links circled in red. Annotations include: 'Mark Articles- Click in the box next to the article's title and number to keep a record of the articles that you found useful.' pointing to the checkbox; 'Filtering Tabs-Use to view subsets of the articles found.' pointing to the source tabs; 'Article Title- click to read the article.' pointing to the first article title; and 'Format Icons-Click the icon corresponding to a specific format to view the article in that format.' pointing to the format icons.

Searching Tips:

1. Search terms are not case-sensitive.
2. For a WORD search, use the following to refine your search.
 - a. Boolean connectors: and, and not, or, not w/#, pre/# or w/#
 - b. Truncation: The ? is used as a truncator of a search term. For example: econom? Finds economic, economy, economical, etc.
 - c. Wildcard: The * asterisk is used to replace any single character, either inside the word or the right end of the word. For example: wom*m find woman and women.
3. To retrieve scholarly articles in particular, click the check box for Scholarly journals, including peer-reviewed.
4. Use "quotation marks" to search for exact phrase.
5. For additional help, click on **Help** link located on the top menu bar on any page
6. If the search results in too many articles, you can refine your search by using date range, type of publication, full text only retrieval etc.

Sample Searches

Find articles on the topic of online advertising.

1. Click the **Topic Guide** tab.
2. Enter **online advertising** in the Search box and Click **Find Term**.
3. Click the **view articles** link to see a list of articles.

Find full text scholarly articles on brand management.

1. Click the **Basic Search** tab.
2. Enter **brand management** in the Search box.
3. Click both the check box **for full text articles only** and **scholarly journals, including peer-reviewed**.
4. Click **Search**.

Browse articles in Fortune magazine.

1. Click the **Publication Search** tab.
2. Type **Fortune** in the search field. Click **Search**.
3. A list of matching titles appears. Click the **title of the publication** you want to browse.
4. A list of available issues appears.
5. Click the issue you're interested in to review a complete list of articles available.

Find articles on Dell Computers.

1. Click the **Advanced Search** tab.
2. Type **"Dell computers"** in the Search box and select **Company** from the drop down list.
3. Click **Search**.

Print/Download/E-mail

To Print

- Click **Print Article** from the Article Display screen, then use your Browser's Print button.

To Email

- Click **Email** from the Article Display screen.
- Complete the Email form, then click **Send Email**.

To Download

- For articles in PDF format, click on the **disk (Save a Copy)** icon on the Adobe Acrobat toolbar.
- For articles full text or text+graphics format, click **File, Save As** under the pull down menu of your browser. Save the file as a Web page (html).

From A Marked List

- Click the **View Marked Articles** link.
- Click either **Print** your bibliography, **Email** marked articles or **Export** into EndNote, Pro Cite, RefWorks or Reference Manager.

Documentation

- You can access **Quick Reference Guides** and the **Training Resource Center** through the Help link located on the main search screen.