



Retail Subject Advice

Library and Learning Support provides an extensive collection of online and print resources. Our print collections are held at The Sir Michael Cobham Library at Talbot Campus (TC) and the Bournemouth House Library (BH) on the Lansdowne Campus. The Library i-Floor at the Executive Business Centre (EBC) is available to accredited Business School staff and students.

Searching for Information:

To start your research, login to myBU here <http://mybu.bournemouth.ac.uk/> where you can:

- access the Academic Skills tab on myBU for advice and guidance about university study skills.
- access your reading lists within 'My Units' on the Home tab;
- use the dictionaries and encyclopaedias for definitions and background information (access via the 'Reference Works' link on the Library tab);
- use mySearch on the Library tab to search across electronic databases we subscribe to, as well as our Library Catalogue, for books and journal articles;
- for a more focussed search on a selected database, use the 'Databases' link on the Library tab;

You can also access Library resources via the Library website www.bournemouth.ac.uk/library. This guide refers to links on the myBU Library tab. If you require help with navigating the Library website, just contact us.

Subject Advice Services:

We offer help and advice on information resources when you are researching for your assignments or dissertation. You can drop into the Library, make an appointment with your Subject Librarian, or use our online services.

- Ask for help at the Subject Advice Desk.
- Use the online Chat Enquiry Service for a one-to-one discussion with our Library staff.
- Phone our dedicated help line +44 (0) 1202 965959.

- Follow our blogs: Library and Learning Support News, Research Support, Subject Librarians' Blogs. All available via the myBU Library tab.
- E-mail your Subject Support Librarian, Louise Tucker to make an appointment, at stlibteam@bournemouth.ac.uk.

Resources for your subject:

Off campus access

You will require your University login details to access our online databases when you are off campus.

Books

The Library Catalogue contains details of our print collection and provides access to electronic books. Select the 'Look for book or journal' link on the myBU Library tab. Search the Catalogue for authors, titles or using subject terms. Results indicate the campus location of printed books and a shelf mark (found on the spine label).

To find a specific title, ensure you have the complete shelf mark including letters after the numbers. If QR or F&S precede the shelf mark, it is part of our reference collection which must remain in the Library and cannot be loaned.

Some shelf marks relevant for this area are:	
Accounting	657
Advertising	659.1
Consumer Behaviour	658.834 2
Commerce and Transport	380
Distribution	658.7
Economics: goods and services	338.47
Electronic (E-) Commerce	658.054678
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Some shelf marks relevant for this area are (continued from page 1):	
Fashion Design	746.92
Fashion History	391
Franchising	658.022
Marketing (General)	658.8
Personnel Management	658.303
Public Relations	659.2
Retail building:	725.21
Architecture	381.1
Retail Commerce	658.87
Retail Marketing	658.022

Journals

Electronic journals are accessible via the 'E-journals' link on the myBU Library tab and many are available on the Library Catalogue. Search for journal titles such as those given below. For advice on finding information, go to the Academic Skills tab on myBU.

Some of the key journals for this area are:
Checkout
Convenience Store (print only)
Drapers (print only)
European Retail Digest
Fashion Theory
In-Store Marketing (print only)
International Journal of Retail and Distribution Management
International Review of Retail Distribution and Consumer - Research
Journal of Arts Marketing
Journal of Fashion Marketing and Management
Journal of Retailing
Journal of Retailing and Consumer Services
Retail Digest
Retail Technology (print only)
Retail Week
Vogue (print only)

Journal Article Databases

mySearch searches across a majority of our database collection. However, to search individual databases covering specific subjects, you can use the 'Databases' link on the myBU Library tab. Our online databases store bibliographic information about journal articles (such as the title, author, year of publication and abstract) and in many cases, the full text articles. They may also provide access to news, conference proceedings, reports or statistical data.

The most useful journal article databases for retail are:

- **Academic Search Premier**
Covers the fields of social science, education and psychology. Includes retail related topics e.g. consumer behaviour and pricing.
- **Business Source Complete**
Business and management research database, providing business titles. Includes full text of Harvard Business Review since 1922.

Alerting services and RSS feeds allow you to keep up to date with your favourite websites in an automated way. They bring together the latest tables of contents (TOCs) of selected journals, updates on your saved database searches or news updates from online sources and trade association websites.

Dictionaries, Encyclopaedias and Directories

For definitions and background information, examples include:

- **CREDO Reference:** provides dictionaries and encyclopaedias online, access via the 'Reference Works' link on myBU Library tab.
- **Dictionary of Retailing and Merchandising**, 1995, Rosenberg, J., Shelf mark: 658.87003 ROS
- **Encyclopedia of Consumer Culture**, 2011.
To be added to our collection, due for publication in Nov '11.
- **Retail Directory Online**
Available from <http://www.theretaildirectory.co.uk/>
For login, refer to downloadable password sheet on the myBU Library tab. Provides information on

companies in the UK Retail Sector, including personnel, products, facts and figures, subsidiaries, news and turnover.

Company, Industry and Market Sector Information

For databases containing official, unbiased company and industry information, follow the 'Access ST Subject Resources' link on the myBU Library tab.

To help you further, there are two Library Subject Advice Guides titled 'Finding Information on British Companies', and, 'Finding Information on Overseas Companies'.

- **Factiva**

Obtain a company snapshot or industry profile by accessing the 'Companies/Markets' section.

- **Hoover's Online**

In-depth profiles, including financial information on over 11,000 US and c3,000 major non-US companies.

- **IGD Retail Analysis**

International retail market information database covering: major retailer profiles, industry news, financial comparisons, and photographic archive of retail store layouts, concepts, etc.

- **KeyNote**

Full text market and business intelligence reports. Features titles in 30 consumer, business and industry sectors for the UK. Useful features include SWOT Analysis, PEST Analysis, Market Forecasts and Competitor Analysis. Also gives access to Business Ratio reports which focus on financial performance of companies within a sector, e.g. Market Research Agencies.

- **Mintel**

Marketing news and reports on domestic and international consumer products and services.

- **Verdict Research**

Contains market research reports published on a wide range of domestic and overseas retail markets with five-year forecasts, strategic issues, and key locations. Verdict reports are searchable within the Business Insights database. To limit search to Verdict reports only, include "Verdict" as one of your search terms

- **Which?**

Which magazine is produced by the Consumer Association. Access news and product reviews covering various markets.

Statistics

Statistical data can be found by using the 'Statistical Data Services' link on the myBU Library tab.

- Retail Pocket Book - Shelf mark: F&S 658.87 RET

UK National Statistics:

- Economy
<http://www.statistics.gov.uk/hub/economy>
- Retail and Distribution
<http://www.statistics.gov.uk/hub/business-energy/services/retail-and-distribution>

Websites

You will find a selection of useful, authoritative retail websites here:

http://www.bournemouth.ac.uk/library/resources/web_sites_rm.html.

Useful starting points include:

- **Intute** www.intute.ac.uk

Web-based resource that directs you to selected, evaluated and classified Internet resources in various subject areas, using criteria designed to ensure resource quality. NB. After July 2011 Intute will still be available, but it will no longer be maintained or updated.

- **Internet search engines**

Google, for example, will allow you to search the Internet for more sites, but remember to critically evaluate your sources. For advice about this, see the links under the 'Finding Information' section on the myBU Academic Skills tab.

Newspapers

Major UK and international newspapers may be viewed online on Factiva and Press Display (accessible via the myBU Library tab 'Newspapers' link). The Times and Financial Times are available in print format in The Sir Michael Cobham Library.

TV and Radio Programmes via BoB: Box of Broadcasts

Access BoB via the 'Databases' link on the myBU Library tab; you need to register to use this service and will receive a password. You can request TV and radio programmes up to seven days in advance or broadcast in the previous seven days. This service is available off-campus, but not available outside the United Kingdom. Requested programmes will play in your web browser.

Professional Awareness

You are encouraged at BU to develop appropriate academic and professional knowledge and skills to enhance your employability. The Professional Awareness webpages (accessible via the myBU Library tab) provide links to professional associations and associated publications which will support your learning.

Many of the associations and publications include job vacancies, blogs, alerting services (via RSS feeds and e-newsletters for example) and details of other organisations.

Referencing:

Access the Library's BU Guide to Citation in the Harvard Style via the myBU Academic Skills tab. Referencing is a way of demonstrating that you have read around your subject. Each time you use someone else's ideas or words it is essential that you acknowledge this in your work by citing the source in your text and having a reference/bibliography list at the end of your work.

Citing your references enables the reader to refer to the original source themselves. This reduces the risk of your being accused of plagiarism - the act of presenting the ideas or discoveries of someone else as your own. More information is available on the myBU Academic Skills tab.

Contact Details:

Bournemouth House Library

19 Christchurch Road, Bournemouth BH1 3LH UK

For information and subject advice:

Tel: +44 (0) 1202 965959.

The Sir Michael Cobham Library

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