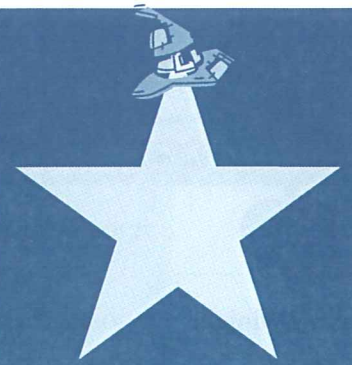


The North Star



New at the Library:

Library Webpage: The all new library webpage is still being tweaked. Overall the feedback on the new site is positive, but we still need your help making information accessible and user friendly. Please send any suggestions/comments to Victoria Swinney at vswinney@okcu.edu.

Library Facelift: Work is beginning on the renovation of the 2nd floor of the library. All the journals are now either on the first floor (most recent 10 years) or in the basement (older issues.) The government documents are also in the basement. Ask at the circulation desk to use any of these materials. We will be moving the computers from the 2nd floor to the first floor and then closing the floor so the facilities team can begin removing the ceiling and walls for the update. In a few months we will be inviting you to help us to celebrate the grand opening of the all new 2nd floor, which will include the Center for Excellence in Teaching and Learning, the Center for Interpersonal Studies through Film and Literature, the OCU Film Institute Collection, and a special faculty lounge, in addition to library resources.



INDUSTRY PROFILES



Are you a Business major, investor, or just a student needing to do research on a particular industry or company? The library has many authoritative print and online resources that can help. If you are unsure of what type of information you need you can start by browsing titles in the 332 call number range in our reference section.

Company Profile: For a company profile you will want sources such as *Value Line Investment Survey* or the "Business Source Premier" database. *Value Line* contains a stock index in the front of the

binder. Once you locate your company the page number will be on the left. (You can also search the online version. Look under "Search Online Resources" on the library web page.) The company profile will give a brief history of the company, current stock prices, stock projections, a financial analysis with figures for the past several years, P/E ratio, current debt, and more. Using Business Source Premier you can find a "Datamonitor report" in pdf form, which gives you a company over-

(Continued on page 2)

TRIVIA CONTEST

True or False; Bats are blind?

Rules on website: www.okcu.edu/library/trivia.aspx



Archives Reading Room

Mon. - Fri. 9am-5pm
Sat.-Sun. Closed

Please contact the Archivist, Christina Wolf, via email, cwolf@okcu.edu, or phone 208-5067, with questions.



October Puzzle

		9	4		6		7
	3	1	5			2	
		7	6	3	9		
		8	2	6	4		3
1				4	7		
	2	4	7			9	
8	9				5		1
5			1	2			8
		3	8	5		6	

Library Events:

- Banned Books Week Continues. Check out a Banned Book today! **1-6**
- Fall Break—NO CLASSES! (regular library hours) **8-9**
- Trivia Contest Drawing **30**
2pm
- Halloween! Treats at the front desk all month. **31**

October 2007 Calendar

S	M	T	W	T	F	S
	1 7:30am-Midnight	2 7:30am-Midnight	3 7:30am-Midnight	4 7:30am-Midnight	5 7:30am-6pm	6 10am-6pm
7 1pm-Midnight	8 7:30am-Midnight	9 7:30am-Midnight	10 7:30am-Midnight	11 7:30am-Midnight	12 7:30am-6pm	13 10am-6pm
14 1pm-Midnight	15 7:30am-Midnight	16 7:30am-Midnight	17 7:30am-Midnight	18 7:30am-Midnight	19 7:30am-6pm	20 10am-6pm
21 1pm-Midnight	22 7:30am-Midnight	23 7:30am-Midnight	24 7:30am-Midnight	25 7:30am-Midnight	26 7:30am-6pm	27 10am-6pm
28 1pm-Midnight	29 7:30am-Midnight	30 7:30am-Midnight	31 7:30am-Midnight			

New Books List—September

Thirty-one new titles were added to the collection last month. All new books are located on the shelves near the entrance of the library, on the first floor.

Titles covered the subjects ethnography, nursing, investment, ethics, and more. A sampling of the titles are listed below.

- *Cowboy Ethics*

- *Modern Approach to Graham and Dodd Investing*
- *Using Literature to Enhance Content Area Instruction*
- *Whatever Happened to Faculty? Drift and decision in higher education*
- *Abraham: Trials of Family and Faith*
- *Ethnography Unbound: power and resistance in the modern metropolis*
- *Doing Critical Ethnography*
- *Team Sports Marketing*
- *Teaching English to the*

- *World Simulation in Nursing education*
- *AACN Protocols for Practice*
- *Fool's Gold: why the Internet is no substitute for the library*

For a full listing of new titles or a listing of titles in your area email Elizabeth Jones at ejones@okcu.edu or call 208-5846.

By Elizabeth Jones

Music Listening Library

Mon, Wed, Thu 9am-7pm
 Tues. 9am-1pm, 2pm-7pm
 Fri. 9am-6pm
 Saturday Closed
 Sunday 3pm-7pm
 Closed Oct. 8-9 for Fall Break

Please contact the Music Library at 208-6063 or the main library at 208-5068 with questions.

Company Profiles...

(Continued from page 1)

view, history, key employees and their biographies, a revenue analysis, SWOT analysis, top competitors and more. To access the Datamonitor report you must click on the "company profiles" link located underneath the "advanced search" tab in the Business Source Premier database. You can either

type in your company name in the search box or you can click on the linkable alphabet to see a list of companies. **Industry Profiles:** For an industry profile you will want sources such as *U.S. Industry Profiles: the leading 100* or *Mergent Industry Review Index*. The first source includes only 100 U.S. industries. However, for the industries listed you



will find an industry overview, the top 10 brands/companies, industry outlook, organization and structure, research and technology, associations and societies, further reading, and more. You can locate industries within the text by using the index in the back of the book. The Mergent index is located in the front of the text. You will find financial data and comparative

statistics, instead of textual overviews.

If you have any questions please contact a librarian at 208-5065 or email askalibrarian@okcu.edu.
 By Elizabeth Jones

2	5	9	8	4	1	6	3	7
6	3	1	7	5	9	8	2	4
4	8	7	2	6	3	9	1	5
9	7	8	1	2	6	4	5	3
1	6	5	3	9	4	7	8	2
3	2	4	5	7	8	1	9	6
8	9	2	6	3	7	5	4	1
5	4	6	9	1	2	3	7	8
7	1	3	4	8	5	2	6	9

Please submit any Suggestions/Questions/Comments about the Library or the Library's Newsletter to the Library Suggestion Box located on the South end of the circulation desk.