

Business and Company ASAP



What is Business and Company ASAP?

- A large business computer index and database
- Includes some fulltext articles, abstracts and citations
- Covers company profiles, markets, industries, market trends, mergers and acquisitions, management theory and company overviews
- Includes business and trade journals, newspapers and company directory profile

Where do I find Business and Company ASAP?

- On Mabee Library's web site <http://www.washburn.edu/mabee/>
- Off campus users will need to enter their Washburn Identification Number which is located on their Washburn ID

Getting Started

- Connect to Mabee Library at <http://www.washburn.edu/mabee/>
- Select *Electronic Databases*, then look in the Alphabetical List for *Business and Company ASAP* (or look in the General Subject List under *Business and Economics*)

How do I start Searching?

- Select which type of search you wish to perform: Subject guide, Keyword, Advanced, or Journal. Keyword or Advanced search are recommended.
- Enter search term(s), set limits (to full-text articles, to peer reviewed or refereed journals, or by date), and click on "Search."

The screenshot shows the search interface for Business and Company ASAP. On the left is a blue navigation menu with options: Help - Search, Dictionary, Title List, Subject guide (highlighted in a red box), Keyword search, Advanced search, Journal search, and Start over. Below the menu are links for Back to ... Gale Group Databases. The main content area has the Washburn Univ - Mabee Library logo and a yellow banner for InfoTrac. The search section is titled 'Subject guide search' and contains a search box with 'Eastman Kodak' and a 'Search' button (circled in red). Below the search box is a text box with the instruction: 'Enter search term(s) and set limits, as necessary. Click on "Search."' A red arrow points from this text box to the search box. Below the search box are options to limit the search: 'Limit the current search (optional)' with checkboxes for 'to articles with text' (unchecked) and 'to refereed publications' (checked). There are also date selection options: 'by date' with radio buttons for 'all dates', 'before', 'on', and 'after', and a 'between' option with dropdown menus for year and month. At the bottom, there are fields for 'to the following journal(s)' and 'to entries containing the word(s)', each with a 'Browse' button.

Search Results

- Select which type of search you wish to perform: Subject guide, Keyword, Advanced, or Journal. Keyword or Advanced search are recommended.
- Enter search term(s), set limits (to full-text articles, to peer reviewed or refereed journals, or by date), and click on "Search."

Business and Company ASAP

Entries containing the words: Eastman Kodak

Eastman Kodak Co.
[View](#) 117 articles or [Narrow](#) by subdivision

Eastman Kodak Co.
[Read](#) about this company

Eastman Kodak Co. Business Imaging Systems Div.
[See](#) Eastman Kodak Co. Office Imaging

Eastman Kodak Co. Office Imaging Div.
[View](#) 1 article

Subdivisions

- [advertising](#) [View](#) 1 article
- [appreciation](#) [View](#) 1 article
- [cases](#) [View](#) 3 articles
- [competitions](#) [View](#) 1 article
- [contracts](#) [View](#) 3 articles
- [evaluation](#) [View](#) 2 articles

This option opens a list of subdivisions that will narrow your search results.

This opens the company profile.

Looking at the Articles

- Once you open a subdivision or conduct a keyword search, your article citations will appear.

Citations 1 to 11

Mark all items on this page

[The birth of the "Kodak moment": institutional entrepreneurship and the adoption of new technologies.](#) (Eastman Kodak Co.) Kamal A. Munir, Nelson Phillips.
 Mark: *Organization Studies* Nov 2005 v26 i11 p1665(23)
[Abstract](#)

[Inertia and incentives: bridging the gap between economics and organizational theory.](#)
 Mark: Sarah Kaplan, Rebecca Henderson.
Organization Science Sept-Oct 2005 v16 i5 p511-524
[Citation](#)

[How to succeed in the New China.](#) Peter Williamson, Ming Zeng.
 Mark: *Ivey Business Journal Online* May-June 2005 p1(5) (2682 words)
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Need Help?

If at anytime you have a question about **Business and Company ASAP**, ask at the Reference Desk! We are here to help!

<p>Call Us! (785) 670-1483</p>  <p>Reference Desk Hours Mon.- Thu. 9 – 9, Fri. 9 – 5, Sat. 10 – 5, Sun. 1 – 9</p>	<p>Need help after hours? Go ONLINE!</p>  <p>OR</p> <p>E-mail reference service @ www.washburn.edu/mabee/ask.html (24-hr turnaround time)</p>	<p>Live chat reference service @</p>  <p>www.kananswer.org (chat in real time with a librarian)</p>
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