



# Collier Library - Pathfinder

The UNIVERSITY of NORTH ALABAMA LIBRARIES

## BUSINESS COMMUNICATIONS

**SCOPE:** The purpose of this pathfinder is to introduce some of the resources available in Collier Library in the field of **Business Communications**. Please note that this guide is not a comprehensive listing of sources, but is intended to be a starting point from which students can begin their research according to their specific needs.

The Library of Congress Class that includes **Business Communications** is HF. BROWSING the following CALL NUMBERS may produce helpful titles. (For a more complete listing see <<http://www.loc.gov/catdir/cpsolcco/lcco.html>>)

HF 5717 – 5734.7 Business Communication

In the event you do not find what you are looking for by browsing, consult UNACAT, the online catalog. The following are selected **SUBJECT HEADINGS**, which appear in UNACAT.

BUSINESS COMMUNICATION  
BUSINESS ETIQUETTE  
BUSINESS REPORT WRITING

COMMERCIAL CORRESPONDENCE  
ENGLISH LANGUAGE BUSINESS ENGLISH  
INTERCULTURAL COMMUNICATION

Other Subject headings can be identified by using **Library of Congress Subject Headings**, located on the dictionary stand in the Reference Area.

### **BEGINNING RESEARCH – SELECTED SOURCES**

#### *Introduction and overview material*

- **Bridging the Culture Gap: A Practical Guide to International Business Communication** [HF 5389 .C36 2004] by Penny Cart and Chris Fox  
(Also available as an electronic book. A link is provided in UNACAT to the online full-text.)
- **The Company of the Future: How the Communications Revolution is Changing Management** by Frances Cairncross. **Electronic Book** (a link is provided in UNACAT to the online full text of this work.)
- **Contemporary Business Communication** [HF 5718 .B657 1997] by Louis E. Boone
- **Effective Business Communication: Principles and Practice for the Information Age** [HF 5718 .B58 1998] by Richard Blundell
- **Effective Communication Skills for Scientific and Technical Professionals** by Harry E. Chambers. **Electronic Book** (a link is provided in UNACAT to the online full text of this work.)
- **Essentials of Business Communication** [HF 5718.3 .G84 1988] by Mary Ellen Guffey
- **Essentials of International Management: A Cross-Cultural Perspective** [HD 62.4 .T488 2002] by David C. Thomas
- **Harvard Business Review on Effective Communication. Electronic Book** (a link is provided in UNACAT to the online full text of this work.)
- **Persuasive Business Writing: Achieve Results and Raise Your Profile with Better Business Communication** by Patrick Forsyth. **Electronic Book** (a link is provided in UNACAT to the online full text of this work.)
- **Report Writing for Business** [HF 5719 .L45 1998] by Raymond Vincent Lesikar

- **Successful Communication for Business and Management [HF 5718 .T73 1998]** by Malra Treece
- **Write to the Point: How to Communicate in Business with Style and Purpose** by Salvatore J. Iacone. **Electronic Book** (a link is provided in UNACAT to the online full text of this work.)

*Encyclopedias and Dictionaries*

- **Encyclopedia of Business [Ref HF 1001 .E466 1995]** edited by John G. Maurer
- **Encyclopedia of Business Information Sources [On Order]** edited by Linda D. Hall
- **Prentice-Hall Encyclopedic Dictionary of Business Terms [Ref HF 1001 .C68 1995]** by Wilbur Cross

*Directories and Statistical Sources*

- **Entrepreneur's Ultimate Start-up Directory [Ref HD 62.5 .S742 2001]** by James Stephenson
- **Headquarters USA [Ref HF 5035 .H42]** (annual)
- **Statistical Abstract of the United States [Ref HA 202]** (annual) by U.S. Bureau of the Census. *(Also available on the Web at <<http://www.census.gov/compendia/statab/>>)*

*Handbooks and Manuals*

- **Handbook of Technical Writing [Ref T 11 .B78 1997]** by Charles T. Brusaw
- **Business: The Ultimate Resource [Ref HD 38.15 .B878 2002]**
- **Powerful Proposals: How to Give Your Business the Winning Edge** by David G. Pugh. **Electronic Book** (a link is provided in UNACAT to the online full text of this work.)
- **Business Idioms: 1,000 Everyday Idioms in Business** by Glenn Darragh. **Electronic Book** (a link is provided in UNACAT to the online full text of this work.)
- **Business English: A Complete Guide to Developing an Effective Business Writing Style** by Andrea B. Geffner. **Electronic Book** (a link is provided in UNACAT to the online full text of this work.)

*Biographical Sources*

- **Who's Who in Finance and Industry [Ref HF 3023 .A2 W5]** (annual)

*Other Relevant Sources*

- **The Chicago Manual of Style [Ref LB 2369 .C57 2003]** 15<sup>th</sup> ed. by Chicago University Press
- **The Oxford American Thesaurus of Current English [Ref PE 1591 .O89 1999]** by Christine A. Lindberg
- **Random House Webster's College Thesaurus [Ref PE 1591 .R314 1997]**
- **Roget's II: The New Thesaurus [Ref PE 1591 .R715 1988]**
- **Style Manual** by U.S. Government Printing Office. **Electronic Book** (a link is provided in UNACAT to the online full text of this work.)

**SUGGESTED DATABASES FOR LOCATING PERIODICAL ARTICLES and other RELEVANT INFORMATION on BUSINESS COMMUNICATIONS**

**ABI/INFORM Complete** (online database)  
**Business & Company Resource Center** (online database)  
**Business Source Premier** (online database)  
**General BusinessFile ASAP** (online database)  
**Lexis-Nexis Academic Universe** (online database)  
**Standard & Poor's NetAdvantage** (online database)

**Thomas Register of American Manufacturers** (online database)  
**Value Line Research Center** (online database)

PERIODICAL titles held by the library can be identified by clicking the PERIODICAL HOLDINGS link under “Find Articles” on the library website at <http://www2.una.edu/library> or by searching in UNACAT. You can search by Journal title or perform a Subject Category search for Business & Economics to find relevant titles.

A few frequently used PERIODICALS in **BUSINESS COMMUNICATIONS** are:

**Business Alabama Monthly**  
**Business Communication Quarterly**  
**Business Communications Review**  
**Business Horizons**  
**Journal of Communication**  
**Journal of Technical Writing and Communication**  
**Management Science**  
**Public Relations Journal**

INTERLIBRARY LOAN – It is possible to borrow books or obtain copies of articles from other libraries if the material is unavailable locally. Inquire at the Reference Desk or consult the library’s web site for policy information and request forms at: <http://www2.una.edu/library/illindex.htm>.

#### **SUGGESTED WEBSITES**

UNA Libraries Internet Resources Collection – Business and Economics  
<<http://www2.una.edu/library/sa02/index.htm>>

**HAVE A QUESTION? ASK A LIBRARIAN.**