Books
Books are a great way to see the big picture when researching background information on your country. Start by searching the library catalog. Try entering your search string in the OneSearch box.

Some suggested searches:
- business etiquette [country name]
  ex: business etiquette Spain
- intercultural communication [country name]
  ex: intercultural communication Spain

[Another term is consider is corporate culture]

Notice that you will find both books and articles in your search results.

The cover image or the book icon can quickly identify books.

The article icon can quickly identify articles.

Searching Tip
When searching for information on your country, you may need to broaden the search. Instead of searching on the country name, try searching by region. For example, instead of Egypt, use Middle East.

Briefing Kit Example
If you need ideas on what to include in your executive brief, check out the Trade Mission Dubai, UAE Briefing Kit sample. Notice the business etiquette section in the document. This document is located in the Cross-Cultural Business Communication section of your online guide for this class.

Do not limit your searching to just SJSU’s library catalog. For this assignment, the San Jose Public Library has many valuable resources.

Try the same suggested searches in the San Jose Public library catalog too.

Databases Recommendations
If you need to find an article, try the following databases:
- ABI/INFORM is a business database with articles from newspapers, trade journals and scholarly journals
  - Business Source Complete has articles from thousands of business journals -- also an excellent place to do research on your country or city
  - Academic Search Complete contains popular and scholarly articles on a variety of different topics

If you want to find a country report, try searching the following:
- CountryWatch provides country reviews that include sections on celebrations and traditions and cultural etiquette under the ‘Social Overview’ of a country
Searching the Databases
Consider the key concepts or terms that you want to use in your search. These will become the keywords that you use to search the database.

Most databases have two or more search boxes. Enter the subject of your search—your keywords—in the first search box (“business etiquette,” for example).

If you’re looking for information on a specific country, enter the country name in the second search box (“Spain,” for example).

You’ll notice you have a choice of how to combine the search boxes: AND, OR, or NOT. Most often you’ll choose AND. AND makes your search smaller; OR makes it bigger; and NOT is a way to leave something out of your results.

Phrases
If your subject includes two or more words—such as “cross-cultural differences”—put quotation marks around them.

That way, the database will search on the phrase rather than on each individual word. This works in Google and the library catalog, too.

Limits
Most databases let you limit your search by time, type of resource and more. Look below the search boxes before you run your search to see the different options available.

Or after running your search look on the left side of the screen to find the following limit options:

- Peer-reviewed articles – may also be labeled scholarly articles
- Date
- Geography

Google Search Tips
Use quotation marks to search on a phrase. For example, “business etiquette” will search on the phrase rather than on “business” and “etiquette” separately. This works in the databases and the library catalog, too.

Limit your search to a single site or domain by using “site:”
- For example, argentina site:worldbank.org will search only the World Bank site for information on Argentina
- Searching site:gov will search only government sites for information on Argentina.

Limit your search to a type of document using “filetype:”
- For example, “business etiquette” argentina filetype:ppt will bring up all the PowerPoints that include “business etiquette” and “argentina” in their content. Another good file type to try is pdf.

Limit your results to the most current information by clicking on the Search Tools link at the top of your results and choosing Past Year under Any Time.

Try searching Google Scholar to locate scholarly journal articles. You can now search Google Scholar directly from the library homepage. Look for the Google Scholar link above the library catalog search box.

Citation Style Help
Visit the Purdue OWL (Online Writing Lab) to find information on MLA (and APA) citation style: owl.purdue.edu/owl/purdue_owl.html

Or use the Library’s RefWorks system to help organize your research and citations.
Enter your search terms in the search boxes. Use quotes around phrases.

To narrow your search, combine your search terms with AND. To broaden your search, use OR.

You can limit your search to peer-reviewed articles and search within a particular date range.

Explore various limit options

Select articles to cite, email, print, or save to a citation management system send like, RefWorks, by clicking checkbox next to the entry.