



Troubled Times Tool Kit



NEW JERSEY KNOWLEDGE INITIATIVE

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These include:

ReferenceUSA

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Business Source® Premier

This is the industry's most used business research database, providing the full text for more than 2,300 journals. *Business Source Premier* provides full text back to 1965, and searchable cited references back as far as 1998. Journal ranking studies reveal that *Business Source Premier* is superior to the competition in full text coverage in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics. Additional full text, non-journal content includes market research reports, industry reports, country reports, company profiles and SWOT analyses. *Regional Business News™* is a supplemental database for customers of *Business Source Premier*. With daily updates, *Regional Business News* provides comprehensive full text for regional business publications (including titles from Crain Communications).

Regional Business News

A supplemental database for customers of *Business Source Premier*, *Regional Business News* provides comprehensive full text for regional business publications (including titles from Crain Communications). *Regional Business News* has full text for more than 50 sources.

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Premier contains unmatched full-text coverage in biology, chemistry, engineering, physics, psychology, religion & theology, etc., as well as a broad selection of popular periodicals covering current events and general interest.

Frost and Sullivan

Market Research, analysis, and technology updates from a spectrum of industries. Includes strategic information and key developments businesses need to make informed decisions. This information currently is available only to companies registered as NJKI business customers.

For more information on the NJKI business resources, please visit www.njki.org or call the NJKI staff at (609) 278-2655.

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