

A Wealth of Business Resources: The Business Collection at the Lee Kong Chian Reference Library

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Photographs by Anwar Hadi Bin Ramli, Library Officer, Lee Kong Chian Reference Library

With rapid globalisation, technological innovations and the emergence of new economic powerhouses, businesses are now operating in an ever-changing and increasingly complicated landscape. Given Singapore's free market system and outward orientation, it is especially critical for local businesses to keep abreast of the most recent developments to ensure timely strategic planning. In order to retain their competitive edge, it is imperative that businesses have ready access to up-to-date, timely and relevant information on the latest policy changes, market trends, economic news and investment opportunities.

Therefore, the Business Collection of the Lee Kong Chian Reference Library aims to be the premier stop for both local and foreign professionals, managers, executives and businessmen operating or venturing into local, Asian and other overseas markets. Targeted at business practitioners (executives and entrepreneurs) and practical researchers (management consultants, business analysts, policy-makers, financial journalists and business students), the Lee Kong Chian Reference Library strives to meet the information needs of library users by housing an extensive Business Collection on Level 8.

Focusing primarily on the Asia Pacific, Europe and North America regions, the 26,000-strong collection boasts of comprehensive and updated directories, market research reports, statistical and financial sources. It also includes more than 400 trade and business journal titles, world business news as well as management best practices in both print and electronic formats.



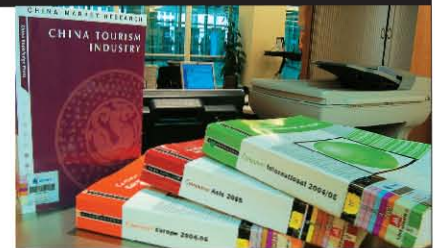
Customers can approach the librarian at the Information Counter for assistance on business enquiries or browse through the myriad titles at the Business Collection.

Access and Collection Highlights

The Business Collection's monographs and journal titles are shelved in distinct sections as open access materials and arranged according to the Dewey Decimal Classification (DDC) system. Business journal titles and annual reports of Singapore listed companies, selected foreign listed companies and some international organisations are located along the bookwall spanning one end of the library. All business materials are listed as "RBUS" under "Lee Kong Chian Reference Library" branch in the Library's online catalogue (<http://vistaweb.nlb.gov.sg>).

Notable highlights of the collections include a wide range of titles on modern management and economics topics, such as: Economics, Finance, Banking and Investment, International Economics, Entrepreneurship and Business Enterprises, Industries, Business Law, International Trade, Personal Success, Accounting and Auditing, Management, Advertising and Personal Relations.

To supplement the print collection, the Library offers numerous valuable business databases



Some market research reports.



Case studies on business enterprises, such as Microsoft, are available.



Books by the late Peter F. Drucker, the founding father of management.

Forbes and The Edge are examples of business periodicals available for reference.



from reputable companies and information aggregators. At a nominal usage charge of S\$0.03 per minute and S\$0.30 for printing per page, business researchers, entrepreneurs and students can search for accurate and timely business and market information.

Some key business databases are:

Bloomberg Professional Services (Accessible via Bloomberg Specialised Terminals)

It provides real-time and archived financial and market data, pricing, trading, communication tools and up-to-date coverage of financial and business news.

Euromonitor's Global Market Information Database

An integrated online information system, Euromonitor provides vital business intelligence on countries, companies, markets and consumer data.

Economist Intelligence Unit (EIU)

EIU offers exhaustive studies of political and economic trends, background and historical context of current events in nearly 200 countries

as well as fortnightly business briefings on doing business in Asia and China.

Kompass.com

It contains information on 1.8 million companies in over 75 countries, including complete company profiles, the names of 3.6 million executives and financial data where available.

Factiva

Factiva provides access to a deep archive of news and business information for a historical, global and local viewpoint, essential for competitive intelligence.

Our Reference Services

Customers can approach either our professional staff at the Information Counter on Level 8 or use our remote enquiry service, Reference Point (email: ref@nlb.gov.sg or fax: +65 6332 3248), for free advisory services for research work, business ventures, company information and personal interests. Our Business Collection librarians can provide answers to enquiries, suggest constructive search strategies and recommend relevant

and useful resources available at the Library.

Our reference librarians handle a diverse range of business enquiries daily. A sampling is as follows:

- **Market research:** Market size, consumer behaviour and competitive intelligence of wine industry in Australia;
- **Information on doing business in specific countries:** How to set up manufacturing company in China, including information on business legislation, incentive and tariff schemes, taxation, risks and contacts for business partners;
- **Best practices:** Case studies and best practices for business process management;
- **Information on business enterprises:** Company profile of Procter and Gamble;
- **Business directories and contacts:** Importers of processed food in the Asia-Pacific region;
- **Business statistics:** Tourism statistics for Singapore and Southeast Asian countries;
- **Entrepreneurship:** How to apply for licences and set up catering business in Singapore;
- **Other business topics:** Business plans, marketing of products, Internet retailing, value innovation, financial planning, leadership, human resource management, etc.

Conclusion

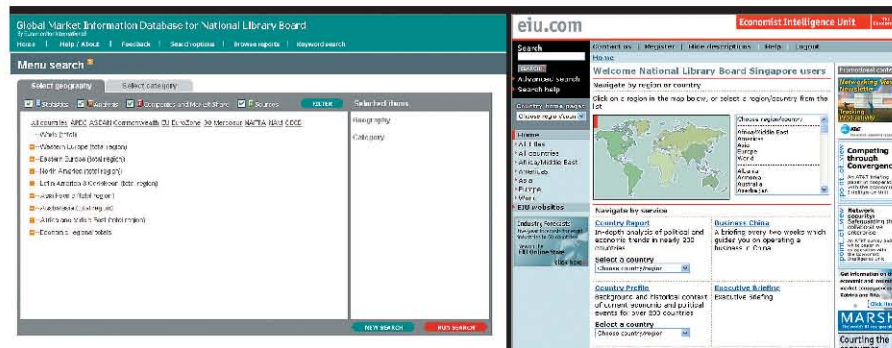
The Lee Kong Chian Reference Library is continuously exploring new ways to improve its Business Collection and services to remain highly relevant to our business users. It has embarked on collaborations with industry partners, such as www.business.gov.sg (a one-stop government portal for Singapore business) and International Enterprise Singapore, to provide email and telephone reference services to their clients.

To ensure that the Library meet current and future information business needs, it also organises library tours and dialogue sessions with business and trade associations. If you would like to learn more, do email to the Business Collection librarians at: ref@nlb.gov.sg



Online business research can be conducted in comfort at the multimedia databases.

Bloomberg Professional Services offers financial and market data.



Global Market Information Database and Economist Intelligence Unit are two examples of valuable business resources available at the Business collection.