

BA 324 – Business Research



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Evaluation

Evaluate every source before using it in your paper


- **Authority:** Who wrote this? Do they have credentials or a reputation in the field? Should I be using them as a source of information?
- **Content:** Is the information relevant? Is this information current enough? Is the information accurate? Is there documentation or evidence?
- **Purpose:** Is there a bias or an agenda? Who is the audience?

Getting Started

- [Gale Virtual Reference Library](#): Library database contains encyclopedia articles from all disciplines.

Finding Articles

- [Business Source Complete](#): Journal, trade publication and magazine articles covering all aspects of business

If the article you need is not full-text in the database, follow the  link. You may be taken directly to the online article in another database or you'll see a listing of options for finding the article full-text in another database or in print in the library.

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Citing Work

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- **Purdue Online Writing Lab (OWL):** <http://owl.english.purdue.edu/>