

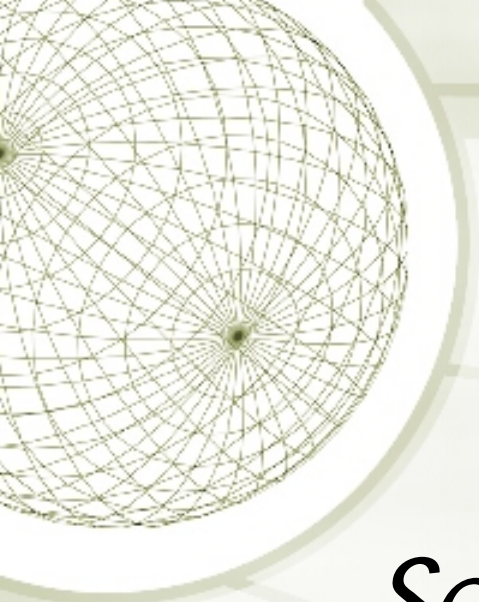
# *Graduate Research Seminar*

IUM, September 2006




# *Outline*

- ★ Planning.
- ★ Execution:
  - ✦ Databases.
  - ✦ Getting the best out of the internet.
- ★ Write-up:
  - ✦ Citation.
  - ✦ Bibliographies.

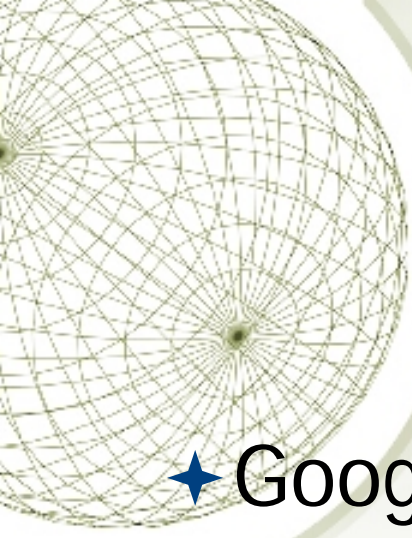


# *Session 2.2: Execution*



# *Getting the best out of the internet*

- ★ Define the scope:
  - ✦ Geographic coverage.
  - ✦ Industry classification.
  - ✦ Supply chain.
  - ✦ Language.
- ★ Choose a reduction strategy:
  - ✦ Search for sources, scan for links.
  - ✦ Search for specifics.
  - ✦ Directories versus search engines.



# *Keeping on top of it*

- ★ Google alerts.
- ★ Customized Google homepage.
- ★ Ebsco alerts.

# Google alerts



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### Google News Alert for: **luxury research**

#### [London's \*\*Luxury\*\*-Home Prices Advance Amid Shortage of Properties](#)

Bloomberg - USA

... 2 (Bloomberg) -- London's **luxury**-home prices rose at a faster pace in ... the summer break," Liam Bailey, Knight Frank's head of residential **research**, said in the ...

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#### [The Birth of the Louis Vuitton Foundation for Creation in Paris ...](#)

Business Wire (press release) - San Francisco,CA,USA

... interact with the business of the world's leading **luxury** goods brand. ... This approach will be complemented by other efforts (**research** and documentation center ...

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#### [Italy's Fiat buys Commerzbank stake in Ferrari](#)

Reuters - USA

... stake, which takes its holding to 85 percent in the **luxury** sports car ... the other banks, which include Commerzbank ([CBKG.DE](#): Quote, Profile, **Research**) and Banca ...

#### [October efforts are in the pink](#)

USA Today - USA

... Benefits: Half of proceeds goes to the Breast Cancer **Research** Foundation. Salvatore Ferragamo, the Italian **luxury** goods house, will sell limited edition "Pink ...

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Zaman Online - Istanbul,Turkey

... All studies are conducted in collaboration with academies, public **research** centers and ... are made from the inside, and the country doesn't have this **luxury**. ...

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- [Dean Martin's Sex Wagon on display at the Volo Auto Museum](#)
- [Opel Corsa coming to USA](#)

**Champagne of the Day** [edit](#) [✕](#)

- [Review of Laurent-Perrier Brut \(4 of 5\) \[Yesterday's\]](#)
- [Review of Louis Roederer Brut Premier \(4 of 5\) \[Day before's\]](#)
- [Review of Veuve Clicquot "Yellow Label" \(4 of 5\) \[Day before's\]](#)

**del.icio.us/tag/luxury** [edit](#) [✕](#)

- [BornRich - Luxury Blog - Your ultimate guide to the most expensive things in the world including gadgets, wheels, wings, estates, apparel.](#)



# Ebsco alerts



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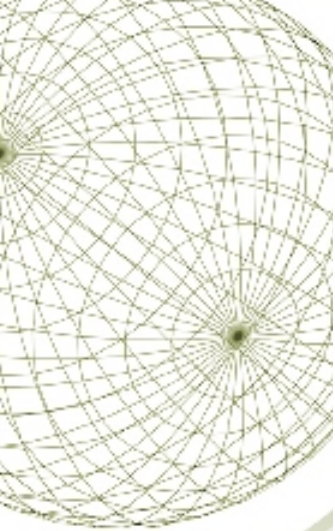
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2. [Self-Control for the Righteous: Toward a Theory of Precommitment to Indulgence.](#) By: Ki  
*Research*, Sep2002, Vol. 29 Issue 2, p199-217, 19p, 1 chart, 5 diagrams; (AN 7356073)  
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3. [Earning the Right to Indulge: Effort as a Determinant of Customer Preferences Toward F](#)  
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4. [Luxury segment leading way to more aggressive pricing policies.](#) By: Tomanno, Mark V.  
7, p18-18, 1p; (AN 16755406)  
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Description	<input type="text" value="luxury research"/>
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Save Search As	<p><input type="radio"/> Saved Search (Permanent)</p> <p><input type="radio"/> Saved Search (Temporary, 24 hours)</p> <p><input checked="" type="radio"/> Alert</p> <p>Frequency</p> <p><input type="text" value="Once a month"/></p> <p>Articles published within the last</p> <p><input type="text" value="Two months"/></p> <p>Run Alert for</p> <p><input type="text" value="One Year"/></p>
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