

GSB PhD Students

A Note From Paul, your PhD Liaison

a quarterly publication from the GSB Library

INTRODUCING JULIE WILLIAMSEN, DIRECTOR OF THE GSB LIBRARY



Julie became the Director of the GSB Library last month. She is passionate about access to knowledge, research, resource development, and design, and has over 20 years of experience in academic and business research, library management, collection development, teaching and outreach, including 16 years at Brigham Young University. She comes to Stanford from SirsiDynix, one of the world's leading providers of software and

technology solutions to libraries, where she was Product Manager. She has a BA from Brigham Young and MLIS from the University of Pittsburgh. Julie welcomes any ideas, comments or feedback about the Library, so feel free to drop her a line at juliejw@stanford.edu.



Ever stuck in the situation where you need detailed, specialized industry data -- something beyond the usual high level surveys? The Library currently has a free trial of the BCC Research database, though the end of May. As important researchers your feedback is valued. We invite you to fill out a quick feedback survey by **May 31, 2016**.

The topical breakdown of the whole database is available for review, but the trial only allows you to see tables of contents, not full reports. We do have two recent reports in full to share with you (as attachments to this email), in case you'd like to get a sense of the depth of coverage.

>> [Access the trial database](#)

>> [Fill out feedback survey](#)



Paul Reist

Head, Research & Information Services
Stanford GSB Library

Bloomberg

“BLOOMDAY”

Thursday, May 12 2016

12:00-1:00PM

Rm. C101 (Crownover Classroom)

Continuing a long tradition, a trainer from Bloomberg will be here to present our annual Spring training session.

This year, Mary Claire Gillespie from Bloomberg will be on deck to show you the ropes and demonstrate the power of The Bloomberg system, extensively used on Wall Street and around the world. Learn how to navigate this famous financial tool in preparation for your career in finance and economics — or any field in business teaching and research.



Mendeley Data is a new product that allows anyone who has data from experiments to publish it online and get a DOI for it so that it is citable. Many new features have been released over the past months, but the product is now moving out of the beta stage. Mendeley Data is now an optional place you can consider to store research data online.



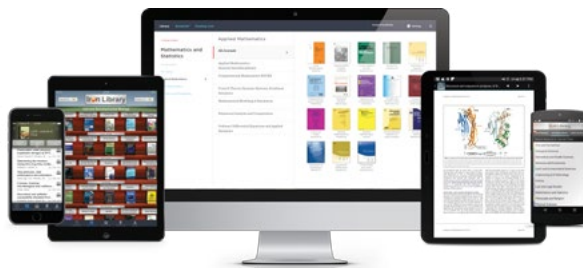
WORKSHOPS ON USING STATA

SSDS (Social Science Data and Software) is offering three workshops on using Stata for data analysis on May 4, 11, and 18, 2016. All sessions are from Noon-1:30pm, and take place in Room 121A (SSRC Seminar Room), located on the first floor of the Green Library Bing Wing. Please bring your laptop to follow along.

>> As space is limited, RSVP to: consult-ssds@lists.stanford.edu

>> [Read details and download material for each session](#)

SSDS is a group within the Stanford University Libraries (SUL) that provides services in the acquisition, curation, and preservation of social science data and the selection and use of quantitative (statistical) and qualitative analysis software. The drop-in consulting facility is in Room 120F, on the first floor of the Green Library Bing Wing.



BROWZINE

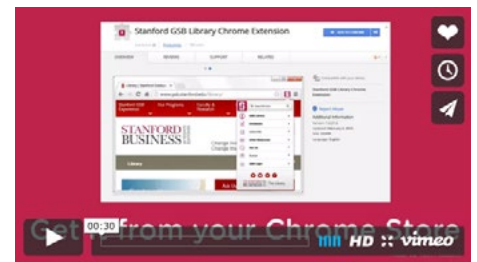
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>> [Access via the web](#)

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CHROME EXTENSION: QUICK ACCESS TO GSB RESOURCES

Add the [Library Chrome extension](#) for instant access to library databases, research tools, Career Management Center’s resources, and popular Stanford GSB links.



>> [Add to my Chrome](#)

NIELSEN SEGMENTATION & MARKET SOLUTIONS

The database formerly known as Local Market Audience Analyst (LMAA) now has a new name — Nielsen Segmentation & Market Solutions.

It includes PRIZM Premier data, which expands the previous data set. This database contains demographic and consumer behavior data gathered from 200,000 adults annually, based on lifestyle, consumption, and other factors, and includes 5 year projections.

>> [Access the database](#)

>> [Business Databases A-Z](#)

