EVERYTHING BEGINS AT THE LIBRARY’S WEB PAGE

Go to the Gateway home page (www.gtc.edu) and click on the Library icon:

- Use SEARCHPATH to learn library searches or “How Do I?” to answer questions you choose.
- Watch Video Tutorials about searching EbscoHost and WilsonWeb.
- Use the Online Catalog to find books, videos, & DVDs in the campus libraries.
- Search for articles using EbscoHost and WilsonWeb collections.
- MLA format guide and link to Citation Machine
- Try Technology Tips & Tricks for hints on how to use digital and computer resources.
SEARCH the ONLINE CATALOG for Books & Audio-visual Items

Under Find Books & A-V, click on Online Catalog, then Search Online Catalog.

Sample Searches:

Example:
Find books with the word, marketing in the title of the book.

Examples:
Find books with the phrase, visual merchandising in the title of the book or as a title of a chapter in the book or elsewhere in the description of the book.

Try this search: “customer service”

Basic marketing: A marketing strategy planning approach
Kenosha General Collection HF 5415.13 M3.69 2009
Marketing, 9th Edition Kenosha General Collection HF 5415.13 M2.94 2009
Retailing management Kenosha General Collection HF 5429 L4.8 2009
A shop of one's own: women who turned the dream into reality
Kenosha General Collection HF 5429 S5.27 2004
Silent selling: best practices and effective strategies in visual merchandising
Kenosha General Collection HF 5845 B3.5 2006
Specialty shop retailing: how to run your own store
Kenosha General Collection & Racine General Collection HF 5429 S3.81
Stores and retail spaces 2 Kenosha General Collection NK 2195 S8.9 S7.7 2000
Visual merchandising 4. Elkhorn General Collection & Kenosha General Collection HF 5845 V5.74
Visual merchandising and display Kenosha General Collection HF 5845 P3.64 2006
What no one ever tells you about marketing your own business: real-life advice from 101 successful entrepreneurs Kenosha General Collection HF 5415 N6.7 2004
Search EbscoHost for Journal Articles
Choose the database: Garden, Landscape & Horticulture Index

If you want to see which periodicals are indexed in a given database, click on the Title List link below the database name. You can then select one journal title and search for articles from only that publication.

Searching for an article:
Type a keyword or phrase that describes your article search in the search box.
Combine search terms using **AND** if you want both terms, **OR** if you will accept either one.

Try these searches: target marketing customer service holiday and display

Results: Articles that match your search
Click on the article title to view an abstract and citation.
Request a copy of the article by filling out the Request document thru InterLibrary Loan. The Gateway library staff will borrow a copy for you from a regional library. There is no cost for this service.
Some articles may be attached. Click on full text to read the article. It may be in HTML or PDF format.

Citing Your Source: Use the built-in MLA citation
Click on the paper icon for the MLA citation that you can copy and paste into your paper.
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Click on the article title for a summary of the article, links to the full text, and a link to the MLA citation.

Click on Cite for a copy of the MLA citation.

MLA FORMAT FOR BOOKS AND WEB PAGES:

At the Library web page, look for Electronic Resources, then click on CITATION STYLES.

The Landmarks Son of Citation Machine will format the citation for you in APA format if you fill in the information. Select APA format on the left, then choose the kind of resource you are using.

You can also look at examples of MLA citations at the University of Wisconsin Madison Writing Center web page.

NOTE: The ACADEMIC SUPPORT CENTER has examples of research papers done correctly, and they will be happy to help.

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