

# Business & Management Practices<sup>®</sup>

## FILE DESCRIPTION

**Business & Management Practices<sup>™</sup> (BAMP<sup>™</sup>)** database contains information dealing with the processes, methods, and strategies of managing a business. BAMP coverage focuses on those source publications that deal with management issues or business methodology from a practical approach. The database includes abstracts and full text of articles, and is enhanced with rich indexing that enables highly specific retrieval of relevant articles. Table of Contents records for core source publications contained in the database are also included.

## SUBJECT COVERAGE

**Business & Management Practices<sup>™</sup>** is derived from over 300 source publications and should be used when searching for information dealing with management of activities and issues within the corporate environment. Information included in the file covers:

Broad management issues:

- Corporate Culture
- Decision Making
- Training
- Benchmarking
- Long Range Planning

Specific departments within a company:

- Information Technology
- Human Resources
- Marketing & Sales
- Operations

Topics or issues that affect those departments:

- Intranet
- Information Management
- Network Management
- Telecommuting
- Promotion

## TIPS

### USE FILE 13

to find complete-text articles focusing on management issues critical to business today.

### USE IN=

to focus your search on any specific industry.

### EXPAND IN=

for a complete list of industries.

### USE CT=

to specify a particular concept, such as BUSINESS PLANS or BUDGETING.

### EXPAND CT=

to see a complete list of Concept Terms. North America & all countries outside Europe: COMBINE CONCEPT TERMS with company names, industry names, or product codes to easily find information:

SELECT IN=SOFTWARE and  
CT=BUSINESS STRATEGIES

## DIALOG FILE DATA

Inclusive Dates: 1995 to present

Update Frequency: Daily

File Size: 689,742 records as of June 2008

## CONTACT

Business & Management Practices is provided by Thomson Gale. Questions concerning Electronic Search Assistance should be directed to:

Thomson Gale

Electronic Search Assistance

27500 Drake Road

Farmington Hills, MI 48331-3535

Phone: 1-800-877-4253, press 5 (USA & Canada)

E-Mail: [gale.contentQA@thomson.com](mailto:gale.contentQA@thomson.com)

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SAMPLE RECORD

DIALOG(R)File 13:BAMP
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AA= 1506200 Supplier Number: 03816909 (THIS IS THE FULLTEXT)
/TI Oracle Reveals Future of Government Sales -- The senior VP of
government sales speaks about security policies, wireless
applications, health-care opportunities and e-mail solutions.

JN= VAR Business, p NA
PD= May 12, 2003

DT=, SN= DOCUMENT TYPE: Journal ISSN: 0894-5802 (United States)

LA=, RT= LANGUAGE: English RECORD TYPE: Fulltext

WD= WORD COUNT: 2088

AU= Byline: Dennis McCafferty

ABSTRACT:

/AB (LEAD PARAGRAPH) Although the industry is well familiar with
Redwood Shores, Calif.-based Oracle as a commercial-side star
the world's largest enterprise software company, for starters
-its origins are actually rooted in federal government sales:
Oracle was founded a quarter century ago as a project for U.S.
intelligence agencies. Dubbed, appropriately enough, Project
Oracle, the venture resulted in the first commercial SQL relational
database-management system.

Today, Oracle is still a top player in government sales, and Kevin
Fitzgerald is the executive who oversees all of it. As the senior vice
president over Oracle's government sales-as well as the education and
health-care markets-Fitzgerald has 1,000 employees targeting the
public-sector market across the United States. Government sales worldwide
now represent up to 25 percent of the company's total revenue, which, for
the most recent fiscal year, was \$9.7 billion. Oracle is the largest
software-only provider for federal customers, most recently recording \$318
million in annual GSA sales.

TEXT:

/TX Fitzgerald is chiefly responsible for all government contracts at Oracle,
covering everything from relatively small county commission purchases to
state-budget appropriations to sales agreements with virtually every
federal agency in existence. Those agencies include heavyweights such as
the departments of defense, health, energy and transportation. Among the
top government VARs teaming up with Oracle is its largest partner, Herndon,
Va.-based DLT, as well as Blue Bell, Pa.-based Unisys and Virginia Beach,
Va.-based Mythics. But, as Fitzgerald explains in a recent interview with
VARBusiness, Oracle is eager to provide plenty of exposure for the smaller
VARs seeking a growing presence in the government marketplace.

( . . . )

In his conversation with VARBusiness, Fitzgerald explains how this era of
homeland defense and global reach has translated into a wealth of
partnership activity between Oracle and its VAR partners-activity that
continues to evolve rapidly every day.

( . . . )

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/CO, CO= COMPANY NAMES: ORACLE CORP

/DP, DP= COMPANY DEPARTMENT NAME: General Business; Marketing & Sales

/IN, IN= INDUSTRY NAMES: Software

/PN, PN=, PC= PRODUCT NAMES: Prepackaged software (737200)

/CT, CT= CONCEPT TERMS: Marketing strategies; Trends

/GN, GN=, GC= GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

SEARCH OPTIONS

BASIC INDEX

| SEARCH SUFFIX | DISPLAY CODE | FIELD NAME                               | INDEXING      | SELECT EXAMPLES                  |
|---------------|--------------|--|---------------|----------------------------------|
| —             | —            | All Basic Index Fields                   | Word          | S GOVERNMENT(W)CONTRACTS         |
| —             | —            | Basic Document                           | Word          |                                  |
| /AB           | AB           | Abstract <sup>1</sup>                    | Word          | S GOVERNMENT(W)SALES/AB          |
| /BT           | BT           | Book Title                               | Word          | S INTERNET(W)TRAINER(1W)GUIDE/BT |
| /CO           | CO           | Company Name <sup>2</sup>                | Word          | S ORACLE?/CO                     |
| —             | CR           | Cited References                         |               |                                  |
| /CT           | CT           | Concept Term <sup>3</sup>                | Word & Phrase | S MARKETING(W)STRATEGIES/CT      |
| /DE           | DE           | Descriptor <sup>3,9</sup>                | Word & Phrase | S MARKETING(W)STRATEGIES/DE      |
| /DP           | DP           | Company Department Name <sup>2,3,8</sup> | Word & Phrase | S MARKETING STRATEGIES/DE        |
| /GN           | GN           | Geographic Name <sup>2,9</sup>           | Word & Phrase | S MARKETING(1W)SALES/DP          |
| /IN           | IN           | Industry Name <sup>3</sup>               | Word          | S MARKETING & SALES/DP           |
| /LP           | LP           | Lead Paragraph <sup>4</sup>              | Word          | S UNITED(W)STATES/GN             |
| /NM           | NM           | Named Person <sup>2</sup>                | Word          | S SOFTWARE/IN                    |
| /PN           | PN           | Product Name <sup>2,9</sup>              | Word          | S ENTERPRISE(W)SOFTWARE/LP       |
| /TI           | TI           | Title and Enhanced Title                 | Word          | S BARKSDALE(W)JAMES/NM           |
| /TN           | TN           | Brand Name <sup>2</sup>                  | Word          | S PREPACKAGED(W)SOFTWARE/PN      |
| /TX           | TX           | Text                                     | Word          | S GOVERNMENT(W)SALES/TI          |
| /XF           | —            | All Basic Index Fields Except Full Text  | Word          | S NORTON(W)NAVIGATOR/TN          |
|               |              |  |               | S PURCHASING(2N)BEHAVIOR/TX      |
|               |              |  |               | S INFLUENCE/XF                   |

<sup>1</sup> The Extract suffix (/XT) also searches the Abstract field.

<sup>2</sup> Searchable in the Basic Index and in the Additional Indexes.

<sup>3</sup> /DE includes Concept Terms, Company Department Names, and Industry Names.

<sup>4</sup> Effective from July 2000 forward, abstracts are no longer produced for records having the complete text of the article; use /LP to search the first paragraphs of text.

<sup>5</sup> Codes can be searched at the 2-, 3-, 4-, 5-, and 6-digit levels.

<sup>6</sup> Display includes Journal Name, Volume, Issue, Pagination, and Publication Date.

<sup>7</sup> Special Feature will cease indexing as of 15 March 2002, but backfile data will remain online.

<sup>8</sup> Department Name will cease indexing as of 15 March 2002 but backfile data will remain online.

<sup>9</sup> Field may not be present in every record.

ADDITIONAL INDEXES

| SEARCH PREFIX | DISPLAY CODE | FIELD NAME                                  | INDEXING | SELECT EXAMPLES                        |
|---------------|--------------|---|----------|--|
| AA=           | AA           | RDS Accession Number                        | Phrase   | S AA=01011818                          |
| —             | AN           | DIALOG Accession Number                     |          |  |
| AU=           | AU           | Article or Book Author                      | Phrase   | S AU=OLENICK, DOUG                     |
| BT=           | BT           | Book Title                                  | Phrase   | S BT=THE INTERNET TRAINER'S GUIDE      |
| CO=           | CO           | Company Name <sup>2</sup>                   | Phrase   | S CO=LOCKHEED MARTIN?                  |
| CT=           | CT           | Concept Term <sup>3</sup>                   | Phrase   | S CT=CONSUMER BEHAVIOR                 |
| DP=           | DP           | Company Department Name <sup>2,3,8</sup>    | Phrase   | S DP=MARKETING & SALES                 |
| DT=           | DT           | Document Type                               | Phrase   | S DT=SURVEY                            |
| GC=           | GC           | Geographic Code <sup>9</sup>                | Phrase   | S GC=NOAX                              |
| GN=           | GN           | Geographic Name <sup>2,9</sup>              | Phrase   | S GN=UNITED STATES                     |
| GT=           | GT           | Graphics Type                               | Phrase   | S GT=PHOTOGRAPH                        |
| IN=           | IN           | Industry Name                               | Phrase   | S IN=COMPUTER                          |
| JN=           | JN           | Journal Name                                | Phrase   | S JN=COMPUTER RETAIL WEEK              |
| LA=           | LA           | Language                                    | Phrase   | S LA=ENGLISH                           |
| NM=           | NM           | Named Person <sup>2</sup>                   | Phrase   | S NM=BARKSDALE, JAMES                  |
| PC=           | PC           | Product Code <sup>5,9</sup>                 | Phrase   | S PC=573400                            |
| PD=           | PD           | Publication Date                            | Phrase   | S PD=19960930                          |
| PN=           | PN           | Product Name <sup>9</sup>                   | Phrase   | S PN="COMPUTER AND COMPUTER SOFTWARE?" |
| PY=           | PY           | Publication Year                            | Phrase   | S PY=1996                              |
| RT=           | RT           | Record Type                                 | Phrase   | S RT=FULLTEXT                          |
| SF=           | SF           | Special Feature <sup>7</sup>                | Phrase   | S SF=TABLE                             |
| SN=           | SN           | International Standard Serial Number (ISSN) | Phrase   | S SN=1066-7598                         |
| —             | SO           | Source <sup>6</sup>                         |          |  |
| —             | TC           | Table of Contents                           |          |  |
| TN=           | TN           | Brand Name <sup>2</sup>                     | Phrase   | S TN=NORTON NAVIGATOR                  |
| UD=           | —            | Update                                      | Phrase   | S UD=9999                              |
| UN=           | CO           | Ultimate Parent Company Name                | Phrase   | S UN=KNIGHT-RIDDER?                    |
| WD=           | WD           | Word Count                                  | Numeric  | S WD>500                               |

## SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP DUP, HELP CURRENT online.

|                |   |   |
|----------------|---|---|
| <b>LIMIT</b>   | /ENG -- English-Language Publications<br>/FULLTEXT -- Full-text article<br>/NONUSA -- Record has non-U.S. Emphasis<br>/USA -- Record has U.S. Emphasis<br>/YYYY -- Publication Year | S S3/ENG<br>S S3/FULLTEXT<br>S S2/NONUSA<br>S2/USA<br>S S2/2003 |
| <b>SORT</b>    | AA, CO, JN, PD, PY, TI  | SORT S5/ALL/PY,D<br>PRINT S3/9/1-5 JN                           |
| <b>RANK</b>    | All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.   | RANK AU S3  |
| <b>RD, ID</b>  | Remove duplicates (RD) or identify duplicates (ID,IDO).   | RD S5   |
| <b>CURRENT</b> | Search only the most recent year plus one (CURRENT1) to five (CURRENT5) years.  | B 13 CURRENT2   |

## PREDEFINED FORMAT OPTIONS

| NO. | DIALOGWEB<br>FORMAT | RECORD CONTENT  |
|-----|---------------------|---|
| 1   | --                  | DIALOG Accession Number   |
| 2   | --                  | Bibliographic Citation, Enhanced Title, Word Count, and Indexing                              |
| 3   | Medium              | Bibliographic Citation, Enhanced Title, and Word Count  |
| 4   | --                  | Bibliographic Citation, Abstract or Short Text, and WordCount                                 |
| 5   | Long                | Full Record   |
| 6   | Short               | Title, Publication Date, and Word Count   |
| 7   | --                  | Full Record   |
| 8   | Free                | Title, Publication Date, Word Count, and Indexing   |
| 9   | Full                | Full Record   |
| K   | --                  | KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats |

## OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

|                             |   |   |
|-----------------------------|---|---|
| <b>USER DEFINED FORMATS</b> | User-defined formats may be specified using the display codes indicated in the Search Options tables. | TYPE S4/TI,AU/1-5                       |
| <b>TAG</b>                  | TAG may be used for tagged fields.  | TYPE S3/TI,SO/ALL TAG                   |
| <b>DIRECT RECORD ACCESS</b> | DIALOG Accession Number □ TYPE 001011818/3  | DISPLAY 00101818/9<br>PRINT 002311866/9 |

**FOR ONLINE HELP:**

See HELP FIELDS 13 for searchable fields; HELP FORMAT 13 for output formats; HELP LIMIT 13 for limits; HELP RATES 13 for cost information; HELP SORT 13 for sorts.