

Asia-Pacific Business Journals

FILE DESCRIPTION

The **Asia/Pacific Business Journals** database is derived from business publications of the Asia-Pacific region. These publications focus on business, trade, and economic issues related to activities in the Asia/Pacific region.

Sources currently included in the file are:

- *BUSINESS TODAY*
- *INDIA TODAY*
- *MALAYSIAN BUSINESS*

SUBJECT COVERAGE

Topics covered include, but are not limited to:

- Banking
- Business Climate
- Commodities
- Communications
- Consumer Products
- Electronics
- Infrastructure
- Law
- Manufacturing
- Media
- Mergers and Acquisitions
- Petroleum
- Production
- Property
- Textiles
- Trade
- Transportation

TIPS

USE FILE 748

to follow business news in the Asia/Pacific Region.

USE SELECT JN=

with your search to select articles from specific publications.

USE CO=

to find news about specific companies located in Asia.

USE /ENG

to find journals published in English.

DIALOG FILE DATA

Inclusive Dates: May 1, 1994, to December 13, 2005

Update Frequency: Closed

File Size: 158,559 records as of December 2005

CONTACT

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SAMPLE RECORD

DIALOG(R)File 748:Asia/Pac Bus. Jrnls
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00323118 (THIS IS THE FULLTEXT)

/TI

Demystifying Sony

Reviewed by Hari Raj

JN=

Malaysian Business, p77

PD=, PY=

May 16 2003

DT=, JC=, LA=

DOCUMENT TYPE: Journal JOURNAL CODE: MB LANGUAGE: English

RT=

RECORD TYPE: Fulltext

/SH, SH=

SECTION HEADING: Business the Sony Way unravels the success story
of Japanese behemoth Sony
WORD COUNT: 320

TEXT:

/LP, /TX

`Business the Sony Way', By Shu Shin Luh, Publisher: John Wiley & Sons,
Pages: 288, Price: RM59.80

BOOKS such as the Dummies series represent a popular trend in publishing, namely eliciting reader response and recognition by means of using similar formats and writing styles. Business the Sony Way is the latest in a series of business books that uses the approach of breaking down a particular company's history and strategies into ten chapters in an effort to maintain a homogenous front.

The book does a decent job of covering Sony's sprawling business empire, beginning with its humble beginnings in a leaky building in post-war Tokyo before moving on to explain the company's family-first style of management.

The diversity of Sony's products is also highlighted with the help of photographs, from unsuccessful early rice cookers to its hugely profitable PlayStation consoles, and in between, its acquisition of movie studio Columbia Pictures. Despite this, the book does have a number of flaws that lessen its overall impact.

From the outset, as author Shu Shin Luh states, Sony did not grant her interviews, hence the feeling that is engendered is one of trepidation. To be fair, when the book works, it does very well. The chapter on Sony muscling into the lucrative console gaming market as a rank outsider is extremely well-written and provides the reader with a sense that the company was battling against all odds, only to emerge triumphant in the end. However, the so-called 'secrets' that serve as footnotes are contextually relevant but often come across as perfunctory and trite, being only as informative as a decent university textbook.

The fact of the matter is that the Sony story is a fascinating and enlightening one that is capable of standing on its own, and distilling it into a prerequisite number of chapters to fit the restrictive and oversimplified format of this particular series of books does not do it justice.

CAPTIONS: Book review

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/CO, CO=

COMPANY NAMES (DIALOG GENERATED): Columbia Pictures; John Wiley & Sons;
Sony

/DE

DESCRIPTORS: Book review

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SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S INTEREST(W)RATES
/CO	CO	Company Name ¹	Word	S JARDINE(W)FLEMING/CO
/GN	GN	Geographic Name (includes Dateline)	Word	S HANOI/GN
/LP	LP	Lead Paragraph ²	Word	S DU(W)PONT/LP
/TI	TI	Headline (Title)	Word	S CHEMICALS/TI
/TX	TX	Text	Word	S CONSTRUCTION(W)INDUSTRY/TX
/XF	—	All Basic Index Fields Except Full Text	Word	S DU(W)PONT(S)TURNOVER/XF

¹ Searchable in the Basic Index and in the Additional Indexes.

² Also searchable with /TX.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	AN	DIALOG Accession Number		
CO=	CO	Company Name ¹	Phrase	S CO=MING KEE INVESTMENTS
DL=	DL	Dateline	Phrase	S DL=HANOI
DT=	DT	Document Type	Phrase	S DT=JOURNAL
JC=	JC	Journal Code	Phrase	S JC=BNI
JN=	JN	Journal Name	Phrase	S JN=BUSINESS NEWS INDOCHINA
LA=	LA	Language	Phrase	S LA=ENGLISH
PD=	PD	Publication Date	Phrase	S PD=199408
PY=	PY	Publication Year	Phrase	S PY=1994
RT=	RT	Record Type	Phrase	S RT=FULLTEXT
—	SO	Source Information ³		
UD=	—	Update	Phrase	S UD=9999
—	WD	Word Count		

³ Includes Journal Name, Journal Code, and Publication Date.

SPECIAL FEATURES

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

LIMIT	/ -- DIALOG Accession Number /ENG -- English-Language Publications /FULLTEXT -- Full-text Publications /LONG -- Word Count of 1,000 words or more /NONENG -- Non-English-language Publications /SHORT -- Word Count of less than 1,000 words /YYYY -- Publication Year	S S3/0000100-99999999 S S4/ENG S S1/FULLTEXT S S4/LONG S S5/NONENG S S3/SHORT S S2/1994
SORT	JN, PD, PY, TI	PRINT S5/5/1-24/TI
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK AU S3
RD, ID	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5
CURRENT	Search only the most recent year plus one (CURRENT1) to five (CURRENT5) years.	B 748 CURRENT2

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Bibliographic Citation, Indexing, and Word Count
3	Medium	Bibliographic Citation and Word Count
4	--	Bibliographic Citation, Lead Paragraph, and Word Count
5	--	Full Record except Text
6	Short	Title, Publication Date, and Word Count
7	Long	Bibliographic Citation and Text
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.

USER DEFINED FORMATS	User-defined formats can be specified using the display codes indicated in the Search Options tables.	TYPE S3/TI,PD/1-5
TAG	TAG can be used for tagged fields.	TYPE S3/5/1-10 TAG
DIRECT RECORD ACCESS	DIALOG Accession Number	TYPE 00000105/5 DISPLAY 0000083/TI,LP PRINT 00000064/9

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