

Burton Morgan database

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- Business/Entrepreneurship or Burton Morgan Center
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Proquest Entrepreneurship

ProQuest Entrepreneurship provides unprecedented access to a wide array of resources and tools for starting your own business or supporting the study and practice of entrepreneurship. The database offers a vast collection of content types together in one product: business journal articles (updated weekly), video clips, market research, start-up plans, templates and forms, business cases, working papers, conference proceedings, and full text dissertations. The interface for ProQuest Entrepreneurship was designed for entrepreneurs wanting quick access to the latest information on business topics and quick links to the most highly sought information, regardless of their research experience. Remote access provided, 24-hours a day.

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Barcode:

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Full text Peer reviewed

Search subject areas (1) [Image view](#)

Business [Search >](#)



Databases

■ ProQuest Entrepreneurship

Click **ProQuest Entrepreneurship**
To enter the database

ProQuest Entrepreneurship
 Search | Advanced | Data & Reports | Publications | Browse | About

Advanced search

Full text Peer reviewed

ProQuest Entrepreneurship
 This database bridges theory with practice, covering a wide spectrum of resources useful to educators, researchers, students and practitioners. Content ranges from the scholarly - including journals, dissertations, working papers and conference proceedings - to a full toolkit of practical guides, templates, forms, sample business plans and tips from successful entrepreneur in a wide range of formats - from video to downloadable Word and Excel files, as well as traditional text and PDFs.

- More information
- View title list

Subject coverage

- Angel investors
- Business incubators
- Business ownership
- Capitalism
- Development stage enterprises
- Entrepreneurial finance
- Entrepreneurship
- Franchisees
- Home based businesses

Want to Learn More?

Try one of these options:

- Search the online Help.
- Learn about search syntax changes in the new ProQuest.
- Discover answers to common questions at ProQuest's Product Support Center.
- Got an uncommon question? Contact our Customer Support Team.

Search tip

By default, we will look for documents with all the terms entered.

Use "quotation marks" to search for exact phrases. Separate terms with OR to find any of the words entered.

Hudson Library & Historical Society
 Burton D Morgan Center for Entrepreneurship Research

Modify search | Advanced search | Recent searches

jo ann stores

Full text Peer reviewed

Set up alert Create RSS feed Save search

578 Results Search within

0 selected items: View selected items Save to My Research

Select 1-20 Email Print Cite Export Save as file

Sort results by Relevance Sort

Narrow results by

- Source type
- Reports (380)
- Trade Journals (68)
- Newspapers (48)
- Scholarly Journals (44)
- Magazines (30)
- More options...

1 **Jo-Ann Agrees To Be Bought By Leonard Green For \$1.6B**
 Talley, Karen; Kell, John. VentureWire (Dec 27, 2010): /.
 ... Fabric and craft retailer **Jo-Ann Stores** Inc. has agreed to be acquired by ...to weigh other offers. **Jo-Ann** holders would get \$51 a share under the buyout

2 **Jo-Ann Stores' Crafty Growth Strategy**
 Tsao, Amy. Business Week (Online) (Jan 16, 2003): 1.
 ...Tops in the bunch: **Jo-Ann Stores**, best known as a ...inventories. To recover, **Jo-Ann** embarked on a turnaround ...148 underperforming **stores** over the last two

3 **Analyst Actions: Texas Instruments, Jo-Ann Stores**
 Anonymous. Business Week (Online) (Jan 28, 2009).

4 **Hobby Lobby Stores, Inc.**

jo ann stores

"jo ann stores"

59 Results Search within

Suggested subjects: Jo-Ann Stores Inc (Company/Org) Retail stores Stores

0 selected items: View selected items Save to My Research

Select 1-20 Email Print Cite Export Save as file

Sort results by Relevance Sort

Narrow results by

- Source type
- Magazines (18)
- Trade Journals (17)
- Reports (13)
- Newspapers (5)
- Scholarly Journals (5)
- More options...
- Publication title
- Document type
- News (17)
- Company Profile (10)
- Feature (10)
- General Information (7)
- PERIODICAL (6)
- More options...
- Subject
- Classification
- Company/Organization
- Location
- Person
- Language

1 **Jo-Ann Stores' Crafty Growth Strategy**
 Tsao, Amy. Business Week (Online) (Jan 16, 2003): 1.
 ...run. Tops in the bunch: **Jo-Ann Stores**, best known as a fabric retailer. It led

2 **Analyst Actions: Texas Instruments, Jo-Ann Stores**
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3 **Jo-Ann Agrees To Be Bought By Leonard Green For \$1.6B**
 Talley, Karen; Kell, John. VentureWire (Dec 27, 2010): /.
 ... Fabric and craft retailer **Jo-Ann Stores**, Inc. has agreed to be acquired by

4 **Dual-Class Common Dropped**
 Anonymous. Mergers and Acquisitions 39. 1 (Jan 2004): 7.
 ... **JO-ANN STORES** has dropped its dual-class common stock structure but replaced

5 **Proposals for stock options account for financial debate Shares' value, company expenses among issues: [FINAL Edition]**
 Cimperman, Jennifer Scott; PLAIN DEALER REPORTER. The Plain Dealer [Cleveland, Ohio] 14 May 2004: 1.
 ...LP in Sandusky, retailer **Jo-Ann Stores**, Inc. in Hudson and Cleveland-based banks

Handy features include:

1. Sort options
2. Ability to email, print, save etc. Some require registration.
3. Preview the entry
4. Option to cache or HIGHLIGHT search terms within the entry
5. Source type
6. Open each heading for links to additional related search options
7. Adjust the results by year by moving the arrows or entering date range
8. Translate (also on top right hand corner)

The screenshot shows a search results page for 'Jo-Ann Stores, Inc.' with several callouts:

- 1:** Points to the 'Sort results by' dropdown menu on the right sidebar.
- 2:** Points to the top navigation bar containing options like 'View selected items', 'Save to My Research', 'Email', 'Print', 'Cite', 'Export', and 'Save as file'.
- 3:** Points to the 'Preview' button next to the first search result.
- 4:** Points to the 'Link to full text' button for the first result.
- 5:** Points to the 'Source type' filter section in the sidebar, which lists categories like Magazines (18), Trade Journals (17), Reports (13), Newspapers (5), and Scholarly Journals (5).
- 6:** Points to expandable filter sections in the sidebar such as 'Publication title', 'Document type', 'Subject', 'Classification', 'Company/Organization', 'Location', 'Person', 'Language', and 'Date'.
- 7:** Points to a bar chart at the bottom of the sidebar showing results from 2000 to 2011, with a circle around the year 2011.
- 8:** Points to the 'Translate' button at the bottom of the page.

Below the main search results, a detailed view of the first result is shown:

Jo-Ann Stores, Inc.
Hoover's Company Records. (2011).
 Other formats: Citation/Abstract Link to full text
 Turn off hit highlighting

Abstract (summary) **Translate**

Jo-Ann Stores has sewn up the leadership of the fabric store market. It's the #1 US fabric retailer (ahead of Hancock Fabrics), with more than 750 Jo-Ann Fabric and Craft and Jo-Ann stores in 48 states. The stores sell fabrics and sewing supplies, craft materials,...

[show all]

4 After you are in the record you can turn this on or off

Publications is also where you will find the books in the database such as the Dummies' series.

Publication Search

marketing in publication summary Search

in title
Title begins with...
in publication summary
in subject

List of 44 publications < Back to full list

Show full text only View list as: Summary Title only

21 [Innovative Marketing](#)

22 [International Journal of Market Research](#)

23 [International Journal of Retail & Distribution Management](#)

24 [Journal of Brand Management](#)

25 [Journal of High Technology Management Research](#)

Narrow publication

- Source type
- Books (14)
- Reports (11)
- Scholarly Journals
- Trade Journals
- Other Sources
- More options...

ProQuest ProQuest Entrepreneurship

Search | Advanced | Data & Reports | Publications | Browse | About

Advanced Search

Look Up Citation | Command Line | Find Similar

Recent searches

Thesaurus | Field codes | Tips

in All fields + text

AND (OR) in All fields + text

AND (OR) in All fields + text

Search options

Limit to: Full text Peer reviewed

Date range: All dates

Less options

Company: Look up Company

NAICS: Look up NAICS codes

Classification codes: Look up Classification codes

Location: Look up Locations

Source type: Select all

Also browse by

- Company profiles
- Market research reports
- Search subject areas

Use search forms customized for each subject.

Business

Entering into any of these hot links will get you deeper into a subject.

Browse Featured Content

Industry and Market Research

Browse reports on industries and markets:

- Just-Series Market Research Reports

Company Reports

Browse reports on specific companies:

- Hoovers Company Records

Topic Paths

Select a topic path below to find readings and targeted searches:

- Business start-up
- Funding sources
- Legal issues
- Management and leadership
- Marketing and sales
- Operations management
- Product development and management
- Profit and financial management
- Special topics

Start-up Tools

Browse reports on business plan samples:

- Business Plan Samples
- Guides, Templates & Tools
- Tips & Advice (Video)

More Featured Content

- Business Cases
- Market Research Reports

Editor's Picks: April 2011

This Month's topic: Going Global

Forty percent of UK small businesses plan to expand to global markets in 2011. Meanwhile, US businesses can expect help from community banks and the Ex-Im Bank. This month's Editor's Picks discuss global opportunities, provide expert advice, and discuss the use of foreign exchange online portals to negotiate deals with foreign vendors.

Top pick
WORLD OF OPPORTUNITY
Nielsen, Tina. Director 64, 6 (Feb 2011): 61-63,65-66.

View all Editor's Picks

Market Research Reports

Browse by Industry | Browse by Segment | Browse by Location

- African Americans [View 4 documents](#)
- Baby Boomers [View 12 documents](#) [View 4 documents for African Americans](#)
- Children [View 13 documents](#)
- Ethnic Groups [View 12 documents](#)
- Gays & Lesbians [View 12 documents](#)
- Generation X [View 7 documents](#)
- Generation Y (Millennials) [View 3 documents](#)
- Hispanic Americans [View 17 documents](#)
- Men [View 7 documents](#)
- Older People [View 22 documents](#)
- Teenagers [View 9 documents](#)
- Women [View 22 documents](#)
- Young Adults [View 8 documents](#)

Data & Reports Search

Searching > Data & Reports Search

Available when you search the Business subject area, as well as some specific business databases such as ProQuest Entrepreneurship, Data & Reports Search provides a customized form that targets your business research to specific companies, industries, and markets. You can search the following content:

- Company profiles – provided by Hoovers Company Records
- Company annual reports
- Articles about individual companies, including case studies and profiles
- Articles and reports about specific industries and markets

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Search | Advanced | Data & Reports | Publications | Browse | About

Data & Reports Search

Other search options: [Advanced Search](#) | [Look Up Citation](#) | [More](#) Recent searches

Target your search to reports and other published materials with data on companies, industries and markets.

Data/report types to include:

<input checked="" type="checkbox"/> All Company Research	<input checked="" type="checkbox"/> All Market Research
<input checked="" type="checkbox"/> Company Profiles	<input checked="" type="checkbox"/> Industry Reports
<input checked="" type="checkbox"/> Annual Reports	<input checked="" type="checkbox"/> Market Reports
<input checked="" type="checkbox"/> Articles (Profiles/Case Studies)	<input checked="" type="checkbox"/> Articles

Limit to:

Date range:

[More options](#)

ProQuest **ProQuest Entrepreneurship**
Search | Advanced | Data & Reports | Publications | Browse | About

potato chips

Additional limits - Data & Reports results only

Did you mean: [potato chip](#)

359 Results Search within

0 selected items: [View selected items](#) [Save to My Research](#)

1 [A passion for potato chips](#) [Preview](#)

Grant, Linda. Fortune 136. 4 (Aug 18, 1997): 228.

...up a company selling premium potato chips. He thought his chips might attract ...in smaller batches than regular chips. The process gave them a harder ...He named his company Cape Cod Potato Chips after the popular tourist haven

versus a search of entire database

Did you mean: [potato chip](#)

1715 Results Search within

0 selected items: [View selected items](#) [Save to My Research](#)

1 [Frito-Lay North America Inc. Files Patent Application for Making Kettle Style Potato Chips](#)

Indian Patents News [New Delhi] 28 Feb 2011.

Sample search: VIDEO search **potato chips**

Other search options: [Look Up Citation](#) | [Command Line](#) | [More](#) Recent searches

All fields + text

AND (or) All fields + text

AND (or) All fields + text

[Add a row](#) | [Remove a row](#) **Search** [Clear form](#)

Limit to:

Full text Peer reviewed

Date range:

▲ More options

Company: [Look up Company](#)

NAICS: [Look up NAICS codes](#)

Classification codes: [Look up Classification codes](#)

Location: [Look up Locations](#)

Source type: [Select all](#) | [Clear all](#)

Audio & Video Works

Books

Conference Papers & Proceedings

Dissertations & Theses

Document type: [Select all](#) | [Clear all](#)

-

; LEAD

041:Brule,T

041:Burke,S

1 Results Search within

0 selected items: [View selected items](#) [Save to My Research](#)

Select 1-1 [Email](#) [Print](#) [Cite](#) [Export](#) [Save as file](#)

[Clip 11. Lynn Ambrosia - Lecture - Campbell's Soup Company: Lynn Ambrosia States Importance of Leveraging Brand Names](#) [Preview](#)

eClipsNet Digital Database. Ithaca: eClipsNet, LLC. Oct 15, 2005.

...Dannon, Sarah Lee, Lay's **potato chips**. And we did the same thing. We said,

[Citation/Abstract](#) [Video \(9 MB\)](#) [Transcript](#)

!!!!

Read the Transcript or watch the Video



Copyright: Copyright eClipsNet, LLC Oct 15, 2005

[Abstract \(summary\)](#) [Translate](#)

Lynn Ambrosia States Importance of Leveraging Brand Names

Clip Length: 00:02:22

Lecture/series: Lynn Ambrosia - Lecture - Campbell's Soup Company

[View all videos in series](#)

Speaker(s): Lynn Ambrosia

About Lynn Ambrosia:

Lynn Ambrosia is currently the Vice President of Retail Fresh at Campbell's

SAMPLE SEARCH #2

You're looking for an article you read a few years ago about a Medical Device startup, in Durham, about 3 years ago

Advanced Search

Other search options: [Look Up Citation](#) | [Command Line](#) | [More](#)

All fields + text

AND (or) Document text — FT

AND (or) All fields + text

|

Limit to:

Full text Peer reviewed

Date range:

- All dates
- Last 1 year
- Last 2 years
- Last 5 years
- Last 10 years
- Within this year...
- After this year...
- Before this year...
- Specific date range...

Company: Look up Company

NAICS: Look up NAICS codes

Classification: Look up Classification codes

Location: Look up Locations

Source type: Audio & Video Works Books

Document type: Advertisement Annual Report

Also browse by

- Company profiles
- Market research reports
- Search tools
- Thesaurus
 - Find subject terms to broaden your search
- View field codes help
 - Use codes to target a specific field.
- Search tips
 - Use "quotation mark search for exact phrase
- Search subject area
 - Use search forms for each subject.
 - Business

7 Results [Search within](#)

Suggested subjects [Medical equipment](#) [Medical equipment AND Health care industry](#) [Medical equipment AND Pharmaceutical industry](#) [Medical equipment AND Product development](#)

Powered by ProQuest® Smart Search

0 selected items: [View selected items](#) [Save to My Research](#)

Select 1-7 [Email](#) [Print](#) [Cite](#) [Export](#) [Save as file](#)

- 1 [New CEO shepherding startup's ambitious plan](#)

Vollmer, Sabine. *McClatchy - Tribune Business News* [Washington] 24 Sep 2008. ... Sep. 24--A tiny **medical device startup** in **Durham** has recruited as ...years ago to turn **medical device** ideas into moneymakers ...Statewide, the number of **medical device** companies rose from

[Citation/Abstract](#) [Full text](#)
- 2 [Startup's device may change surgery: \[Final Edition\]](#)

Vollmer, Sabine. *News & Observer* [Raleigh, N.C.] 08 Jan 2008: 1. ... A **Durham** company has raised ...seven years ago to turn **medical device** ideas into money makers ...build models of a **medical device** and, if all goes well

[Citation/Abstract](#) [Full text](#)

Sort results by

Relevance

Narrow results by

- Source type
 - Wire Feeds (4)
 - Newspapers (2)
 - Trade Journals (1)
 - More options...
- Publication title
- Document type
 - News (7)
- Subject
- Classification

Bridging Theory with Practice

ProQuest Entrepreneurship delivers a unique and powerful database collection - designed to arm entrepreneurs with vital resources for developing and researching their ideas while providing valuable insight to help progress and grow their product or service.

ProQuest Entrepreneurship gives users access to an unprecedented collection of content types together in one product:

- Video Clips-watch and listen to entrepreneurs as they give firsthand accounts of their business experiences. Featuring over 11,000 video clips - many of which contain transcripts for convenient reference and can be downloaded.
- Market Research-with instant access to thousands of market research documents, entrepreneurs can quickly become equipped with the data needed for thorough analysis and pitching to investors. This valuable content contains market and company reports, key financial ratios, demographics, insights, benchmarks, statistics and more.
- Start-Up Plans, Templates and Forms-give users an A to Z approach to entrepreneurship as steps are laid out from concept through management. These tools also guide users through various processes and can serve as a checklist of items needed to secure financing.
- Journal Content-top publications relating to the practice of entrepreneurship are provided in the form of full journal runs plus selected articles with a weekly refresh from over 11,000 sources ensuring the latest information for users.
- Business Cases-a staple in the study and practice of entrepreneurship, a business case is a structured plan outlining the feasibility of an idea. Obtaining business cases can be expensive in a piecemeal fashion. In the academic setting, business cases allow professors to build or refresh the courses they teach.
- Working Papers-working papers are future articles which may appear in publications months or years down the road. These full length versions of the author's work provide cutting-edge insight and information on the latest trends in a variety of subject areas.
- Conference Proceedings-conferences are often the first place an idea is shared prior to a person creating a working paper - these events reflect the latest in scholarly research spanning all topics. Conferences are often panel discussions and help promote innovative thought on various topics.
- Full Text Dissertations-provide insight into roads already traveled while helping to jumpstart research and exploration for an entire thought area through the work of others. Dissertations serve as a springboard for new research and ideas on which to build.
-

Subject coverage

- Angel investors
- Business incubators
- Business ownership
- Capitalism
- Development stage enterprises
- Entrepreneurial finance
- Entrepreneurship
- Franchisees
- Home based businesses