### Increasing the discoverability of *SAGE Business Researcher* on your campus

The following outlines suggested steps and additional information that will help ensure your users can easily locate the reports provided by *SAGE Business Researcher*.

**Adding *SAGE Business Researcher* to your catalogue and library websites**

* *SAGE Business Researcher* (http://businessresearcher.sagepub.com) provides access to in-depth coverage of the most important issues in business and management. Our full-length reports are written by experienced journalists, footnoted and professionally fact-checked, with graphics, photos, and sidebars to round out the reports; therefore:
  + We suggest cataloguing *SAGE Business Researcher* as a reference product.
  + We also suggest listing *SAGE Business Researcher* in your A-to-Z and/or subject database listings.
  + Details about the product and its content and be found in our About page, <http://businessresearcher.sagepub.com/static/public/about>, and other help can be found in our frequently asked questions page, <http://businessresearcher.sagepub.com/static/public/help>. If you need *SAGE Business Researcher* brochures or other materials, please contact us at [librarysales@sagepub.com](mailto:librarysales@sagepub.com).
  + The following is a short description of *SAGE Business Researcher* for your users: *SAGE Business Researcher is an academic periodical that publishes 24 issues per year, or every other week, about how current news and world events impact specific areas within business and management. Each issue contains in-depth reports, data, academic scholarship, expert opinion, and more.*
* MARC records are made available via the Librarian Resources page, <http://businessresearcher.sagepub.com/static/public/resources>.
* *SAGE Business Researcher* metadata is delivered monthly to e-resource management services, such as those provided by the following organizations:
  + Serials Solutions (360 Core, etc.); CUFTS; EBSCOs; Ex Libris (SFX, Alma, etc.); OCLC; and TD-Net

**Finding *SAGE Business Researcher*** **through discovery services and search engines**

* *SAGE Business Researcher* will be fully indexed by open-web services no later than March 2015, including:
  + Google
  + Bing
  + Yahoo
* *SAGE Business Researcher* will be fully indexed by third-party discovery products and services by the end of 2015, including:
* ProQuest (Summon)
* EBSCO Discovery Service
* Ex Libris (Primo)
* OCLC WorldCat Local